

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII.

NEW YORK, MAY 6, 1908.

No. 6.

The Butterick Trio Fashion Quarterlies

In every good town is a clientele of prosperous, substantial families, in which Butterick, Standard or New Idea patterns are loyally followed, year after year.

In these families one of the Fashion Quarterlies—Butterick Fashions, Standard Fashion Book, or New Idea Fashions—is the Supreme Authority on the family's wearing apparel.

The preferences of these customers have a powerful influence on the kind of goods carried by the stores at which they trade. Seventeen thousand Dry Goods and Department Stores carry exclusively the patterns these customers prefer.

Customers whose demand is recognized as law at the dry goods store are equally influential at the grocery store, drug store, etc.

If they demanded *your* product as insistently as they demand the pattern they choose from one of the Quarterlies — — —?

Advertising forms for the Fall issues—out August 20—close June 1.

More than half a million circulation is assured.
Rates are extremely low—for the present.

F. H. RALSTEN,
Western Advertising Manager,
First National Bank Building, Chicago.

W. H. BLACK,
Manager of Advertising,
Butterick Building,
New York.

The Woman's National Daily

is published every day but Sunday. To that extent only does it resemble the average daily newspaper. In every other way it is

"A Daily That's Different."

First of all, its circulation is confined exclusively to the smaller towns and rural districts. Every copy is distributed direct by mail and actually reaches a HOME. We do not depend on newsboys or news-stands for any portion of our circulation. There is no wastage to our output—no returned unsold copies. *The Woman's National Daily* has already attained a larger paid-in-advance subscription list than any other daily newspaper published. 200,000 copies is our present average daily output, and the circulation is constantly increasing. Through our circulation guarantee and our "direct by mail" methods of distribution advertisers are insured in advance that they will receive 100% home circulation.

The Woman's National Daily is a clean, fearless newspaper, in which the events of the day, minus the scandals and other objectionable features of the average metropolitan daily newspaper, are chronicled in condensed form. It is the only woman's daily newspaper in the world, and in addition to its news features, includes daily market reports, household and fashion pages, special articles along magazine lines, and other features that are found in no other daily publication.

The Woman's National Daily is the most remarkable subscription proposition that has ever been known in the field of journalism, and, naturally enough, it is also producing splendid results for advertisers. This is best evidenced by the fact that we have established the record of receiving renewal orders from more than 75% of the advertisers who have tried out the paper. You can now buy space in *The Woman's National Daily* at the very low display advertising rate of 40 cents per agate line for a direct-by-mail circulation guaranteed to exceed

200,000 Copies Per Issue.

In other words, for 40 cents a line, by using *The Woman's National Daily*, you can reach over 200,000 HOMES in the smaller towns and rural districts. This is a big snap for mail-order advertisers, as well as for manufacturers selling through dealers, who have propositions that appeal to those located as our readers are.

Let us send you sample copy of the paper with display and classified advertising rate cards and other particulars. Address

Advertising Department

THE WOMAN'S NATIONAL DAILY

University City, St. Louis, Mo.

Chicago Office:
1700 First Natl. Bank Bldg.

New York Office:
1703 Flatiron Building

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIII.

NEW YORK, MAY 29, 1908.

No. 6.

THE COMMERCIAL VALUE OF AN ADVERTISED TRADEMARK.

THE SUCCESS OF A TRADEMARKED COMMODITY DEPENDS UPON A WIDESPREAD DISTRIBUTION AROUSED BY CONCENTRATED ADVERTISING—TWO METHODS OF DISTRIBUTION—HOW THE BEDFORD MILLS CREATED IN ONE YEAR FOR SUESINE SILK AN UNASSAILABLE PRESTIGE AND A COUNTRY-WIDE DEMAND—THE COST AND CONDUCT OF THE CAMPAIGN.

First Article.

China, it is generally known, is something like 2,000 years behind the times. It is backward in everything. When, for instance, a Chinese carpenter has a piece of wood to cut, he uses a saw that cuts only when he pulls it toward his body. He loses about seventy-five per cent of the efficiency, for in sawing the pull does not accomplish more than half as much as the push. The modern carpenter saw cuts when it is pushed away. It does more work than the Chinese saw, but it still loses about fifty per cent of the energy expended. To achieve the best results, the saw should utilize every bit of the energy expended—it should cut both ways. The whipsaw does this—it cuts on both the push and the pull. Roughly speaking, then, there are two kinds of saws: the kind that cuts one way and the kind that cuts both ways. The ordinary kind is good enough for small jobs. But when a big piece of work comes along, recourse must always be had to the whipsaw.

The practice of attaching to an

article of commerce a specific name is not a new one. It is almost as old as the custom of designating human beings by some appropriate appellation. Probably it is an outgrowth of the same idea. The methods of establishing these trade names, however, is new. While trademarks of more than twenty-five years' standing, such as Lea & Perrin's sauce, Crosse & Blackwell's pickles, etc., were established more by the accumulative effect of a good reputation than by the merits of any advertising, those of more recent creation depend almost wholly for recognition upon the efficacy of their publicity campaigns.

To launch successfully upon the market nowadays a trademarked commodity requires a widespread distribution. To achieve this distribution requires the most intelligent method of advertising. It is through the lack of intelligent advertising that the manufacturers of many trademarked articles fail utterly to achieve the necessary distribution. They know what is wanted. But they don't know how to go about getting it. Some work from their end of the market. They put their shoulders to the wheel of their product and try to push it, by advertising solely to the trade, into public favor. Others try the other end. By advertising alone to the consumer they endeavor to induce him to pull their goods through to success. Both use saws that cut only one way.

This is what the Bedford Mills people, when they conceived the idea of trademarking one of their

composition silk fabrics, tried to do. They pushed their goods at the wholesaler, the wholesaler pushed them at the retailer, and the retailer pushed them at his customers. Now jobbers object to handling a trademarked article that is not widely advertised to the consumer. They do not object because the article is trademarked, but because it is not supported by a strong, continuous demand created and sustained by consistent, persistent advertising. They do not want to carry all the burden of marketing the commodity when all the benefit is reaped by others. Reduced to words, their attitude might take this form: "If you want your sales to be developed around *your* name, then it is *your* place, not ours, to do it—it is *your* place to create the demand."

This was one of the obstacles which the Suesine Silk people encountered when they started out on their *push* campaign. There were others! They found that when by dint of much labor their goods were *pushed* as far as the retailer, very often they could be *pushed* no further. The consumer declined to purchase a trademarked article of which he knew nothing—or the retailer substituted some other similar fabric which represented a larger profit. The distribution was spasmodic, uncertain and unsatisfactory. The ordinary one-way saw method was not working.

It was at this point that the advice and experience of W. H. Black, advertising manager of the Butterick Trio, was sought. Mr. Black's views on advertising and merchandising are embodied in what are known as the "Butterick Policies" or the "Butterick Method." To "squeeze dry" every unit of result that comes from advertising; to get the goods to every consumer that wants them and to every retailer that wants them; to get an order, if possible, from every consumer who was interested through the advertising; to get an order from every dealer whose customers expressed an interest in the goods advertised—these aims constitute the

essence of the "Butterick Policies." For their achievement a method of advertising radically different from that previously followed by the Suesine people was necessary. To interest the consumer as well as the retailer and jobber, there would have to be general as well as trade advertising—to keep the goods moving smoothly along the channels from producer to consumer, there would have to be a *pull* as well as a *push*—a method of advertising that would work, like the whipsaw, both ways. And that's what the "Butterick Method" does—it works both ways.

The first step in the Suesine Silk campaign was the trademarking of the fabric. Suesine Silk is what is known as a composition fabric. That is, a mixture of silk and cotton. The surface on both sides is real silk, but, unlike a pure silk, it is reinforced inside the fabric with a small proportion of long-fibre Egyptian cotton. As first manufactured by the Bedford Mills, Suesine Silk had no name, but was known simply by number along with the other products of the mills. The christening of the fabric was, then, the first step in the process of distribution. The second step was to publish the fact of the christening. This was done, *first*, by putting the Suesine trademark on the selvage of every yard of the fabric by means of Kaumagraph transfer slips, and, *secondly*, by advertising in the *Delineator*, *Designer*, *New Idea Woman's Magazine*, and *McCall's Magazine* to the consumer, and by means of advance bulletins, follow-up letters, circulars and salesmen to the jobbers and dealers. Supplementary to this advertising, was a series of letters prepared for the consumers who should respond to the magazine advertisements by inquiries direct to the mills.

The entire campaign was well calculated to "squeeze dry" every unit of result that came through the advertising. Throughout it all can be traced Mr. Black's contention that every commodity, that is sold on the merits of its

trademark, should be continuously advertised to create and sustain the consumer-demand. In explaining this stand to the writer, Mr. Black said:

"The man who trademarks and advertises his goods and gets the retailers to handle them owes a debt to those retailers who do buy his goods and who sell them in their stores.

"There is a moral obligation that the advertising shall help the retailer in every possible way to sell these goods which bear his trademark and which he advertises—an obligation to see that no part of the interest or demand which is roused by the advertising shall be needlessly lost, but that every possible atom of this interest or demand roused by the advertising shall be direct to the counter where the goods are on sale—to the point where this demand can work for the benefit and profit of the retailer who has joined hands with the advertiser.

"A merchant has a right to expect that the advertiser whose goods he has in stock will make sure that the demand which is roused among consumers for the trademarked and advertised article is not lost before it reaches his counter. When a merchant puts an advertised article in stock, he has a right to expect that he will make sales not merely to his own customers, but that he can sell this advertised article also to customers of other stores—to people who are not able to get the article from their own dealer. The merchant expects—and with well advertised articles he usually finds—that advertised goods on his counter draw to his store *new customers*—customers of other stores where these goods are not sold."

Generally, in similar campaigns the idea is that dealer-distribution should precede consumer-demand, that before the magazine advertising is commenced the goods should be on the shelves of all the representative retail stores and ready for distribution among consumers. It is a Butterick principle that this is not necessary, and the Suesine campaign

262

separate advertisements of Real Estate and Country Homes were published last month in a single issue of

The Outlook

More of this class of advertising appears regularly in The Outlook than in any other national periodical.

The Outlook also leads in the following departments:

**Private Schools
Summer Camps
Tours and Travel
Hotels and Resorts**

The advertiser of high-grade Merchandise of course wishes to reach the families that have the most money to spend.

The people who own Real Estate, who send their children to Private Schools and Summer Camps, who travel extensively and patronize the best Hotels, are the people he is looking for.

The Outlook

287 Fourth Avenue

New York

was planned on the theory that dealer-distribution, instead of preceding the consumer-demand, should, in fact, be superinduced by it. But to avoid any loss of possible sales during the first stages of the campaign, before the retail trade had taken hold of the fabric in earnest, arrangements were made with a number of leading department stores throughout the country to fill, at regular prices, all mail orders that should be received direct from consumers through the magazine advertisements. These direct consumer-orders were used on the retailers as a concrete argument to lay in a line of Suesine Silk. Similar arrangements were made with a number of leading jobbing houses to fill retailers' orders which might come to the mills, as a result either of the advertisements directly or of the consumer-demand roused by the advertisements. This was necessary because, to protect both the retailers and wholesalers, the Suesine Silk people had agreed to fill no consumer and retail orders. How such orders were distributed so as to cause least disturbance in the established relations between consumer and retailer, and retailer and wholesaler, will be told in detail in the ensuing article under this head. In this second article will be explained also the methods by which each consumer and retailer was followed up by form letters to retailers and wholesalers, respectively, as well as to consumers.

The first Suesine magazine campaign, which was inaugurated in September, 1906, and continued through until June, 1907, involved the publication of one double-column advertisement and nine single-column advertisements each in the *Delineator*, *Designer*, and *New Idea Woman's Magazine*. These were the advertisements which were depended upon to produce the consumer-demand, the pull, which was in turn the mainspring of the whole movement. The advertisements were prepared by Joseph E. Baer, of the Joseph E. Baer Company, New York, and were written with

a view to educating the public as to just what Suesine Silk is, what its uses are, and how it could be obtained, and to warn also against accepting substituted fabrics and imitations. The first advertisement of the campaign was published in September, and in April, just about half a year later, the Bedford Mills inserted a double-page advertisement in the *Dry Goods Economist*, announcing that up to that time over three million yards of Suesine Silk had already been sold. During the ensuing year from eight to ten million yards more of Suesine Silk were distributed. As every yard sold nets the Bedford Mills on an average of thirty cents, the results of this campaign, figured in dollars and cents, ran up somewhat above the three million dollar mark.

The other phase of the first Suesine campaign, the push, was supplied by an advance bulletin to retail dealers. This bulletin was fifty-five inches long and showed, full size, all the advertisements that were to be inserted during the first eight months of the campaign. On the reverse side of this sheet, Suesine Silk exhibited to retail dealers the proof that the orders for these advertisements had already been placed—in such a way that they could not possibly be countermanded or reduced! With this sheet was enclosed a letter, samples and an order blank. Not a line of advertising to consumers had appeared when the retailers received this huge bulletin, but yet the response was immediate and surprising. The dealers were quick to recognize the tremendous pulling power of so thorough an advertising campaign concentrated in such well-established magazines. This advance bulletin was followed by other bulletins, by form letters and by occasional advertisements in textile journals, all operating to constitute a well-defined push, quite evenly counter-balancing the pull exerted by the consumer advertising in the magazines.

The second Suesine Silk campaign was launched in September, 1907. For several reasons this

campaign is significant. In the first place, there was the same concentration of general advertising in the Butterick Trio. In the second place, the spaces contracted for were much larger. Instead of a series of one double-column and nine single-column advertisements, the new campaign involved four full-page and five single-column advertisements. If the success of Suesine Silk were to be judged solely by results, one would have to go no further for convincing proof. This increase in advertising spaces was made after a year's experience and study. It was based, not on guess-work, but on actual knowledge. The results of the previous campaign had afforded every opportunity for an accurate judgment.

This is the story of the Suesine Silk success—as told from the outside. It is interesting in that it illustrates the application and working out of a very intelligent and practicable method of establishing and marketing a trademarked article. It demonstrates that an intelligently planned advertising campaign, when carried through the right mediums and in the interests of a wanted commodity, cannot fail to produce results.

In the next issue of PRINTERS' INK will be discussed some of the more vital statistics of the campaign. The cost of the magazine advertisements, the cost of the form letters, how the form letters were prepared, and how they are employed in following up the consumer and dealer demand, what Suesine Silk means to the Bedford Mills, and how the commercial value of an advertised trademark was convincingly demonstrated during the financial flurries of 1907—these are some of the things which will be covered in the concluding installment of this article. The information should be found of considerable interest and helpfulness.

ALPHONSUS P. HAIRE.

A REASON is no better than an excuse when you give it to anybody you have disappointed.—*Silent Partner.*

WILL THE SALE OF PAJAMAS DECREASE?

There may be a let down in the sales of night garments, masculine and feminine, owing to the passage of the new marriage license law, for this much needed measure will do away with what has become known in the New York "Tenderloin" as "1 A. M. pajama marriages."

Of course by this title it is not meant a wedding where the bridegroom wears pajamas or where the bride wears—er—well—no. But it refers to hasty, ill-considered marriages which will now be curtailed at least.

Reports from dry goods manufacturers of a certain line will be scrutinized carefully to see how the new law affects them.—*Dry Goods.*

THE London Globe finds the following notice in a Cornish show window:

Razors and Pianos,
Ground and Tuned.

UNDISPUTED.

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two-cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives information about its circulation.

Lincoln Freie Presse

Lincoln, Neb.

Actual Average
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

TOM JOHNSON'S BANK.

BY ADVERTISING HIS NAME, AND A PATENT PLAN FOR SAVINGS, IT TAKES HOLD IN THE FACE OF THE BEST COMPETITION IN THE LAND.

When you have something that the other fellow hasn't it is generally a good idea to pick out the feature you monopolize and harp on that.

When the Depositors' Savings and Trust Company, of Cleveland, began business in December, 1906, it had two things that no other bank in the country could boast—Tom L. Johnson for its president, and a patented bank money order plan. The mayor of Cleveland is still president of the bank but the money order plan is now being leased from the owners of the patent, by some half dozen other banks through the country.

In the year 1907 the Depositors' Savings and Trust Company increased the number of its depositors from two or three hundred to several thousand, and the amount of its deposits from about \$30,000, on January 1, 1907, to over half a million one year later. While half a million may look small beside the deposits of banks like the Cleveland Trust Company or the Citizens' Savings and Trust Company, of Cleveland also, the achievement of the Depositors' bank is really noteworthy when the banking situation of the city is understood. For several years Cleveland has had about all the banks it needed, and instead of starting new ones there has been for several years a period of consolidation, during which the bigger institutions have swallowed their smaller rivals right and left.

The Depositors' bank not only cut into the local field successfully but it invaded the banking by mail field, which the two other banks mentioned above had long monopolized, along with a Pittsburg bank and one in Salt Lake City.

The bank money order plan which the Depositors' bank leased is particularly adapted to mail

banking and was, in fact, the principal reason for the entering of that field. The plan in brief consists of the issuance of a certificate of deposit, which bears interest at four per cent from date on the face of it, and the actual value of principal and interest is stated for each quarter following the date up to five years.

The money orders do away with pass books and may be carried around like money. When

The Fame of Tom L. Johnson



President of this bank, as a worker for the interests of the people, is world-wide. Few men are better known and none are more appreciated. In organizing this bank we enlisted his financial co-operation upon the understanding that it should be a bank for "the people" and not for the benefit of capitalists. It is gratifying that we can present our

Bank Money Order Plan

the most perfect ever devised for handling accounts from depositors anywhere. When you send money to us for deposit we issue, instead of the old, clumsy "pass-book," with its dangerous features, our Bank Money Orders. They show, on their face, the amount of principal and interest—you know what it is at a glance, without figuring. They are Certified Checks on this Bank, the safest form of commercial paper, and when you need money

You can have these Bank Money Orders cashed instantly—anywhere

with interest at 4 per cent. The plan is ideal—your money is always on deposit, yet you have it constantly in hand ready for instant use in time of need.

Deposits accepted for any sum from \$1.00 up, and from the moment your money reaches us it draws

4 per cent interest

If you have deposits anywhere, or if you contemplate opening a savings account, you owe it to yourself and those dependent upon you to investigate this remarkably convenient and safe method.

Write for Booklet "O" to-day, or send us your deposit and we will mail you BANK MONEY ORDERS for the full amount. The booklet is free—write for it now.

The Depositors' Savings & Trust Co.
TOM L. JOHNSON, President, Cleveland, Ohio

it is desired to spend them the holder simply endorses them, and if the signature corresponds to the one which he makes in the presence of the bank officials, when the orders are issued, other banks or merchants accept them as cash.

The orders are issued in various denominations, from one to twenty dollars, and are splendid specimens of engraving. In fact they appeared so much like

money that the United States Commissioner of Internal Revenue tried to tax the Depositors' bank 10 per cent, as is provided by Federal statute intended to prevent the issuance of currency by State banks. When the case was argued, however, the commissioner acknowledged himself wrong and the matter was dropped.

While the Depositors' bank undoubtedly owes considerable of its success to the relationship which Tom Johnson bears to it, the money order plan is given most credit for the good showing that has been made through advertising.

The Depositors' bank is using space in *McClure's*, *Cosmopolitan*, *Moody's Magazine*, *Outlook*, *Saturday Evening Post*, *Everybody's*, *Ohio Farmer* and the *Public*.

While quarter pages were used in the monthlies at the start, half pages have been taken for several months past. In the *Post* and the *Ohio Farmer* the copy occupies from 70 to 100 lines once a month. Since the campaign started nearly a year ago the copy has not been changed. Every advertisement carries a picture of Tom L. Johnson and refers to his fame. His picture also occupies the top half of the local newspaper advertisements, but these are changed frequently.

The only reason given for not changing ads is that the ones used have brought satisfactory results and that new copy would be an experiment.

The first ad ever printed brought replies before the bank people had seen the magazine in which it appeared. This was the *Saturday Evening Post*. Some peculiar facts have been brought out by the advertising. It has been found, for instance, that in every case in which a publication made good it made good from the first insertion, and no medium which did not show proper returns for the first and second advertisements has ever done better later. It might be argued that a change of copy would have shown other results, but the bank and the Burrell Advertising Com-

pany of Cleveland, which places all the advertising, prefer to stick to old copy and two months' test of new mediums.

McClure's Magazine has brought business from Syria. The other magazines have turned up depositors in Cuba, Porto Rico, the Philippines, the Canal Zone, Canada, Mexico, and from several battleships of the United States Navy, a fact which would seem to show that Jacky is not the improvident chap he is generally considered.

A great many of the depositors secured through the mails send remittances in their first letters, and inquire at the same time for the booklets explaining the money order plan.

All inquirers are followed up at intervals of a month or six weeks and to all depositors and inquirers are sent monthly bulletins showing the bank's condition and its growth.

While the Depositors' officials will not give figures as to the cost of inquiries, they say frankly that there is no profit in most of the accounts for a long time after they are started. In other words the bank is simply laying foundations now with the hope of future profit in years to come.

The lowest cost inquiries have come from the *Public*, of Chicago. The *Public* deals with democracy and sociology, and its editor is a personal friend of Mayor Johnson's. The *Public* has always espoused the mayor's cause and seconded his single tax ideas, and its readers are very largely people who count Mr. Johnson as one of themselves. This is not meant to imply that any of them made deposits to help Mr. Johnson, for as the mayor himself blushing admits, he did so well in the street railway business and the manufacture of steel rails that he does not need financial assistance. Nevertheless, either out of compliment or because they have extra confidence in a bank of which Mr. Johnson is the head, the *Public's* readers have contributed generously to its deposit account.

The attitude of the Depositors'

Savings and Trust Company toward advertising and its business policy generally cannot be better expressed than it was in the words of its secretary, E. W. Doty, who said, "Ours is the only bank in Cleveland that is not afraid to paste a piece of paper in the front window." From time to time interesting exhibits of foreign stamped envelopes, which have been received, are placed in the windows and there is always a little typewritten slip inviting the passer-by to come in and get a booklet. Hundreds of booklets have been asked for by people who read the slip and many accounts opened that way. Just now the Depositors' bank is located in Superior street, in rather cramped quarters, but it will move over to the real business street—Euclid avenue—this summer. Maybe it will acquire dignity in the process, and the pasted window signs will cease to appear. And then again they may not, for both Mayor Johnson and Secretary Doty have done unconventional things these many years.

LEONARD W. SMITH.

FOOL FOOD FACTS.

NIAGARA FALLS, N. Y.,
April 15, 1908.

Editor of PRINTERS' INK:

My attention has been called to an article in PRINTERS' INK of April 1st, under the caption, "Fool Food Facts," signed with the initials "M. P. H.," in which the writer reproduces one of our ads and makes some comments upon food advertising in general.

I make it a practice to pay no attention to writers who find fault with our advertising for the reason that the self-constituted "critic" is generally a fellow whose "copy" has been rejected as impractical, unsuitable and nonsensical. In this instance, however, the author, in a cynical and bungling style, attempts to elucidate some ideas on food advertising that should not go unchallenged. After reading it over and making a really serious effort to find out what it is all about, I make the following deduction:

The author uses over fifteen hundred words to give his opinion that food advertising should not appeal to the sense or intelligence of the reader, but should appeal only to his APPETITE.

Without wasting words in academic discussion, I venture the opinion that if this company had followed the idea promulgated by "M. P. H." there would not be enough Shredded Wheat sold to pay the wages of the gardener who takes care of our lawn. Shredded Wheat does not appeal to the appetite.

It is not a "sweetmeat." It is not a ginger cookie or a dessert. Eating Shredded Wheat is an acquired habit, developed and fostered by educational advertising—and this educational advertising rests upon three facts: (1)—Nutritive Value (2)—Purity (3)—Cleanliness.

It is the constant promulgation and elaboration of these ideas that have made the immense business of the Shredded Wheat Company. It is true that Shredded Wheat, when properly served, is *appetizing*, but it is also true that most people, who eat Shredded Wheat, eat it because of its high nutritive value and because it "agrees" with them and does them good.

It all depends on the food that is being advertised whether it is wise to make an appeal to the appetite alone or not. Some foods have no other "selling arguments" behind them. To say that all food advertising should make an appeal to the appetite alone is to discredit popular intelligence. It takes no account of the awakening of the public conscience which led to the enactment of the Federal Pure Food law and which now makes nine out of ten persons ask concerning a food product: "What is in it?" "Is it nutritious?" "Is it pure?" "Is it clean?"

Very truly yours,

TRUMAN A. DEWESE,

Director of Publicity, The Natural Food Company.

THE ETHICAL STANDARDS OF ENGINEERING JOURNALISM.

I have said that we must make helpfulness to the working engineer the standard by which to judge of engineering literature. I would like to give you a little idea of what it means to set up this standard. The editors of technical and trade journals are all the time bombarded with appeals to publish something to help this interest or that advertiser, or the other good fellow. It seems so easy to the man on the other side of the fence for the editor to let in just this one little puff. But the editor knows that if he does it for Brown to-day, he will be assailed to-morrow by Jones and Robinson to do the same thing for them; and the day after, forty more surnames will be knocking at his door.

I am glad to tell you that in my 21 years' experience in engineering journalism there has been a great improvement in its ethical standards. All reputable professional journals to-day place the selection of matter squarely on the basis of interest to the readers. That this basis is the only sound one is recognized not only by the technical side of the profession, but also by the commercial side. Engineering journalism receives the bulk of its financial support from advertising patronage. All the principal industrial advertisers freely recognize that the journals which select matter solely in the readers' interest will have the widest circulation and largest influence, and are consequently the most profitable for advertisers to patronize.—C. W. Baker, editor Engineering News, in address at University of Michigan.

PACKAGES THAT SELL GOODS.

A certain retail druggist made a specialty of perfumes in his neighborhood. By circular advertising, window displays and a very ample stock, he built up a large profitable side-line.

"I wish there were some way of extending it," he said to an advertising man, "but on a per capita basis this community is using more perfumes to-day than I have ever known to be sold in any neighborhood. The limit of the demand has been reached."

"Well, you might begin selling packages now," suggested the advertising man. "Get some spray-top bottles and some atomizers, put fine goods in those instead of cut-glass bottles, and see if you don't sell more than ever."

The druggist pooh-poohed the suggestion at first, saying that he carried such novelties in stock for separate sale. "No matter," insisted his advisor; "people like to buy such things together. The attraction of two appropriate articles combined is always better than that of the two offered separately. Pack a hundred, put 'em on the showcase and try it."

The druggist did so, and in a year his perfume sales had doubled. This sort of combination packing is thoroughly understood in some industries, and in others it isn't understood at all. Manufacturers have built national sales upon it, and yet it is a scheme available for the small retailer too, and when properly handled will furnish him a strong advertising feature at absolutely no cost whatever.

The baking powder business has long depended upon combination packing. Years ago somebody started putting up powder in glassware, and the result was so good that the practice is now conventional with manufacturers selling powder in competition with the big advertised brands. A stroke of genius was introduced into the business when the glass rolling-pin began to make sales on its own account. Some bak-

ing powder wizard saw that every woman would want a glass rolling-pin, and swung into this new demand with his staple product by packing the powder in glass rolling-pins. Tea has been packed in tea caddies and silverplated ware, coffee in patent coffee-pots, polishing powder wrapped in chamois skins. The many new improvements in receptacles for toilet articles have had the effect of combination packing of tooth-powders, talcum, shaving soaps, etc. "We couldn't improve the powder, so we improved the box" gives the idea in a nutshell. People will not only buy perfume in an atomizer for the sake of the package, but the latter will increase the use of perfume. One of the most widely-sold brands of tobacco makes its appeal in a curved box to fit the hip-pocket. When the Standard Oil Company wanted to stimulate sales of kerosene in China it shipped over cheap lamps, wicks and chimneys. Moreover, the oil trust's way of meeting home competition from denatured alcohol, fireless cookers, gas ranges, acetylene plants and electricity, is to advertise lamps and stoves bearing its name—just another form of combination packing, one might say.

Combination packing furnishes its own advertising in the store, and furnishes a talking point for the most widely exploited articles in a national campaign. It has been made the selling force for goods so cheap that nothing else would sell them once, and not even the nifty packages sell them again. But it has also been adapted to some of the best-known, highest-quality staples. It is a method well worth investigation and experiment.

THE following papers have been elected to membership in the American Newspaper Publishers' Association: Fort Worth, Texas, *Telegram*; Fargo, N. D., *Forum and Republican*; Milwaukee, Wis., *Herold*; Saginaw, Mich., *Evening News*; Philadelphia, Pa., *Morgen Gazette*, and Hamilton, Can., *Spectator*.

ADVERTISING A WHOLE- SALE GROCERY.

CURRIE-McCRAW COMPANY,
Wholesale Grocers,
126 South Front Street,
MEMPHIS, Tenn.

Editor Ready Made Department:

DEAR SIR—As a novice in the art of advertising, though a constant reader of *PRINTERS' INK*, I submit several ads for criticism, and would like also to have your opinion as to the wisdom of such a campaign.

We are a new firm, handling identically the same line of goods as a score of others. The only things we can advertise are our service, methods, policies, etc., and the ads must necessarily be directed to a special class,—that of retail grocers.

We run three ads each week in the daily *Commercial-Appeal* this city, also use fifteen country weeklies, changing copy each week. We also circularize the trade regularly with form letters, like samples enclosed. What do you think of the plan? It's information I want.

Yours truly,

(Signed) E. A. MOORE,

Sec. and Treas. Currie-McCraw Co.

The plan seems to be all right, but I don't agree that there is nothing to advertise except service, methods, policies, etc. If there is nothing else, there should and easily may be, for there is no earthly reason why the wholesale, like the retail, grocer should not have, now and then, something very special to advertise.

I believe, thoroughly, in the importance of advertising good service, right methods and correct business policies, and in building a reputation on these solid foundations rather than upon frequent bargain sales or "drives," but there is nothing in an occasional special sale, offering really low prices, which is at all inconsistent with such a policy, and an occasional unusual value is very effective in securing new and most desirable business.

It is almost ridiculous, from my point of view, to contend that a cut price on one thing must be compensated for by an increased price on something else. That is the popular impression and, doubtless, a too common practice; but it is none the less an error, for the simple reason that it tends to defeat the only useful purpose of a cut-price sale—which is to secure new, attached customers.

The practice is probably based on the long-since exploded idea that you can fool all the people all the time, or at least fool enough of them often enough to make the deception profitable. And it is true that cut-price sales on a few articles go far to create the impression that all prices at that particular establishment are lower than elsewhere. But buyers, either wholesale or retail, are not to be deceived for any great length of time, and the man who creates a startling bargain on one thing, only to boost the price of another, will soon discover his error if he isn't wholly lacking in business acumen.

I have seen at least one retail grocery business built up very rapidly by a combination of service, good goods and real bargain sales, and without any spread-eagle advertising. It can be done, and there is no more reason for "making it up on other things," than for advancing prices every time an unusually large ad is run; for the loss of profits (or more) on a cut-price sale, is nothing more nor less than advertising.

When buyers find that the cut price is a cut price—that it represents exceptional value—and that other things in the line are no higher, quality for quality, than at other stores, the concern will have created an immense capital in public confidence, which cannot help but increase its sales of regular goods at regular prices.

It is better, however, as a rule, to limit such sales as to duration and quantity of goods to be sold to a single purchaser. Thus you run less risk of supplying competitors (when selling below cost) and your sale is over before competition has a chance to duplicate your bargain, forcing him to tag along at the tail of the procession, if he gets in at all. It is also desirable to cut something which has a reputation and an established price—preferably a branded article. And it is best to make a deep cut, on which your competitor will dislike to

"go you one better," if he learns what you are doing in time to do anything along similar lines.

But perhaps the best and altogether the safest things to cut are things the sale of which you control in your territory. That usually shuts out competition altogether and lessens the probability of the "cut-price war" so much dreaded by many merchants.

I believe that such methods are highly important to the new business, wholesale or retail—the business that must quickly make many new connections, and that must draw largely from the attached trades of older and better-known concerns.

The form letters and ads submitted with the preceding letter are excellent of their kinds. They inspire confidence, and to a much greater degree than if they were given wholly to bargain offers, but I believe that the combination of service and exceptional values would have been more effective.

Suppose, for instance, that there had been, as a postscript to each ad or letter, a specific bargain offer—a very unusual value, prefaced by "Just to get better acquainted," or "Just to show you how our methods work in handling your orders," or something like that. Don't you think the ads or the letters would have been more effective?

The only reference to anything of the kind, in seven ads and five form letters, appears in the last of the letters, as follows: "We have two special values now that can't be beat; one is a green coffee and the other a fancy head rice. Both were recently bought in large quantities to get a price concession of real interest."

Now that is along the right line, but it doesn't go far enough. It isn't sufficiently definite. It gives the grocer nothing on which to judge of the wholesaler's ideas as to what constitutes "a price concession of real interest;" no opportunity for him to estimate his profits. He may take the trouble to ask for further information, and he may not. He should have been told the usual

wholesale prices of the qualities offered, in various quantities, and the bargain price.

And right there is another opportunity for the wholesaler—to suggest that the grocer buy a good quantity because of the very low price, and make a special sale of it himself.

There need be no loss of dignity in such advertising—no sacrifice of anything which makes for good business. For instance:

WE WOULD NOT BE KNOWN AS PRICE CUTTERS IN ALL THAT THE TERM USUALLY IMPLIES.

No price could be low enough, no temptation great enough, to induce us to handle goods of doubtful quality.

We would be known for what we are—Wholesalers of everything good in Grocery lines, with the interests of our customers constantly in mind, and with a sufficient regard for our own interests to share unusual values with those whose business we seek.

So, while basing our claims for your business on exceptional service—promptness in filling orders—the collection and credit to your account of your railroad claims—your absolute protection against damaged or inferior goods—prompt shipment, enclosing bill of lading with every invoice, and the authorization of our traveling man to adjust any error or misunderstanding; we also see to it that you share in the benefits of our close, constant touch with the world's best markets—our ability to foresee and take advantage of increasing prices—our large quantity buying, and the real bargains which now and then come to those who are on the lookout for them and have an assured outlet for large quantities.

If you are not yet acquainted with us, we should like to have you know us and our ways of doing business, for such acquaintance is bound to be mutually satisfactory and profitable. You can make the introduction decidedly profitable to yourself by taking advantage of our recent advantage in buying large quantities of

GREEN COFFEE AND FANCY HEAD RICE.

(Descriptions here, with usual retail and wholesale prices and the bargain prices.)

Send us your order at once (offer expires on) and get a free sample of the service and methods that we employ whether orders are large or small, at bargain or regular prices.)

W. H. OLESALE GROCER CO.

The following form letters (which were filled in with names and addresses) are excellent, lacking only that incentive for immediate action on the part of the

recipient—some definite proposition, with prices—which should have appeared in the third or fourth:

About the 10th of August this company, a new wholesale grocery establishment, will open for business in this city at No. 126 South Front street.

In making this announcement we wish to add that, before it was decided to organize a new company, every important feature of the wholesale grocery business was carefully studied from a practical viewpoint. This was done for the purpose of determining upon the best methods and policies to be used in the conduct of the business, such as will make for greatly improved service to our customers.

We realize, however, that success will not only depend upon good service, but upon the right kind of goods, correct prices and absolutely honest dealing; these four essential features form the basis upon which we will solicit your patronage when ready for business.

You understand, of course, that groceries, as a rule, are sold on a close margin of profit and we cannot hope to undersell all others, yet several years' practical experience in this kind of business and a close study of conditions governing the grocery trade will enable the officers of this company to serve you to your best advantage.

We will open with a fresh new stock throughout and hope to merit at least a share of your orders right from the beginning. You will find us in line in every way that characterizes a progressive, up-to-date firm, one that is composed of young men full of enthusiasm and whose ambition is to make the Currie-McCraw Company worthy of both the confidence and patronage of its customers.

Thanking you in advance for any favor you may feel disposed to show us, and extending you a cordial invitation to call on us when in the city, we are,

Yours very truly,
CURRIE-McCRAW COMPANY.

It is an old adage that a new broom sweeps clean. This is applicable to us in part only, as the character of our service will improve with age instead of deteriorating like the proverbial broom.

Our "opening" was an event that proved very gratifying to us. An accumulation of a great many orders, complimentary to the occasion, provided a volume of business which would have tickled the pride of even an older firm. We were especially pleased for the reason that such a beginning was an evidence of the loyalty of our friends, as well as an endorsement of the principles and progressive methods by means of which we expect to build up a successful business.

Our stock is now complete and we will appreciate your orders, either through our traveling salesmen or by mail. One special feature of our new

business will be the time and careful attention devoted to mail orders. This important department will be so conducted as to merit the full confidence of our customers.

When you need something in a hurry mail us your order. We are anxious to show you how clean the new broom sweeps.

Yours truly,
CURRIE-McCRAW COMPANY.

The battle cry of nearly all new concerns is cheap prices—claiming to sell goods for less money than competitors. In many cases they actually do it, expecting to get prices up to a profitable margin later on, after having become established in business.

This is not only a wrong idea from a business standpoint, but, in our opinion, is a form of deception that eventually works against the best interest of both house and customer. We have had enough previous experience in the wholesale grocery business to know that honest success in this line is not the result of selling goods cheaper than every one else. It can't be done for any great length of time and succeed.

Our new business was founded on the principle of absolute honest dealings, which means, in addition to good service, the right kind of goods at correct prices. This is the basis on which we expect to win success, and the only basis on which we would deserve to win it. When placing your orders with us, you can count on good treatment. We will make you as close prices as are made by older houses besides looking out for your interest in every other way.

It is also a fact, no doubt, that we will appreciate your orders more than those who are already established in business. Send us a mail order and get better acquainted with our new firm. Maybe it will result to your advantage.

Yours truly,
CURRIE-McCRAW COMPANY.

Are you familiar with all the special, distinctive features of our service, features that make it worth your while to know about?

It is the policy of our firm to do things differently from others when an improvement can be made and, you know, this is nearly always possible. No such things as "ruts" are known in our business. We are continually devising and adopting new methods which make for better service and protect the interest of our customers.

For instance, we have recently established a special department for collecting claims against transportation companies, which relieves you of any annoyance resulting from goods lost or damaged in transit. No doubt you have in times past reported such troubles and received a letter reading something like this: "Sorry we can't give you credit, but you know our responsibility ceases when receipt is obtained from transportation company, etc." Sounds familiar, doesn't it?

Do you know how we handle such matters? Read the enclosed clipping

from the *Memphis Times*, which explains our system fully and accurately. This editorial comment was made without solicitation on our part and did not cost us one penny. It deals with a question of vital importance to your business and is well worth reading.

We know where all the rough places are in the grocery business, and these special features of our service are intended to smooth them over for you. We find that they pay all right too. Our increasing sales testify to that fact. Think it over and let us make business easier and more profitable for you the coming year.

Yours truly,
CURRIE-McCRAW COMPANY.

You, of course, are in business to make money, and are interested in anything calculated to further your purpose.

Our way of doing business was planned and adopted with the idea in view of relieving our customers in every way possible of the many little worries which come up from time to time. We refer to the collection of railroad claims and other good features of our service with which you are already familiar.

This kind of service, the kind that "makes business easy for you," was unknown before we put it into practice. Others, we understand, have fallen into line now, and naturally so, but what made them do it? That's an easy one, no answer is necessary.

Now, we know of course that everybody works hard for your business and that prices are frequently knifed to the quick. But when this is the case you must feel the necessity of watching all prices like a hawk to prevent the "averaging up" process.

You don't have to watch us, we make uniformly right prices which will average up to your advantage and at the same time give us a reasonable profit. There is no other way to do business successfully. The fellow who sells goods for cost or below a margin of safety must either make it up on something else or eventually fail.

We have two special values now that can't be beat; one is a green coffee and the other a fancy head rice. Both were recently bought in large quantities to get a price concession of real interest. Let us send you samples and quote prices. We will also appreciate your order for anything else in our line.

Yours truly,
CURRIE-McCRAW COMPANY.

The ads reprinted below are also of the right sort and produce the impression of confidence so necessary to any business, so vitally important to a new one. But these also lack the power of prices and descriptions:

PRACTICAL REASONS WHY RETAIL GROCERS SHOULD ORDER FROM US.

We do not ask for patronage on any other ground than that of actual service to you. We believe that like the

signers of the Declaration of Independence, we should assign good and valid reasons for living.

Our Methods furnish the reasons. More than a dozen features of special value to retail grocers have been originated by this house.

In the handling of mail orders, we have progressively kept ahead of all imitators. If you want the best service give us your orders.

CURRIE-McCRAW COMPANY,

Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.
We Make Business Easy For You.

SOME OF THE WAYS WE HELP GROCERS.

We know by long experience that retail grocers are entirely too busy with the daily work to waste their time and energy consumed on claims against the railroad companies, complaints of any kind, or useless correspondence over delayed shipments.

Our traveling men settle claims without correspondence.

We assume all your freight claims as soon as you turn over to us the papers necessary to establish the same.

We attach railway bills of lading to all invoices, showing exactly when shipment was made.

Try our way.

CURRIE-McCRAW COMPANY,

Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.
We Make Business Easy For You.

RETAIL GROCERS WHO KNOW GOOD SERVICE ARE SENDING US THEIR MAIL ORDERS.

The fact that we make a specialty of mail orders and have had years of experience in perfecting mail order system has given us an advantage which discriminating grocers have not been slow to realize.

We have devised nearly every new and progressive change of methods now so much discussed in Memphis.

We regard every mail order as a rush order, making shipment the same day order is received, attaching bill of lading to invoice as proof of promptness.

CURRIE-McCRAW COMPANY,

Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.
We Make Business Easy For You.

DEAL WITH A WHOLESALE GROCERY FIRM THAT MAKES BUSINESS EASY FOR YOU.

The grocery business is a strenuous one at best. Nothing that makes it easier or more profitable should be overlooked.

The special, distinctive features of our service are intended to smooth over the rough places. For instance:

We assume collection of your railroad claims and credit your account on receipt of expense bill.

We protect you in full against damaged or inferior goods without quibbling over it. Such goods get out only by mistake.

We give our traveling men full au-

thority to adjust any mistakes or misunderstandings which may arise.

We ship promptly and prove our promptness by enclosing bill of lading with every invoice.

If these methods appeal to you send us your orders.

CURRIE-McCRAW COMPANY,
Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.

AS WE MAKE MAIL ORDERS A SPECIALTY WE ARE BOUND TO GET BETTER RESULTS.

We are becoming known everywhere in the Memphis territory as the "progressive" mail order house. We adopt every improvement in system which will improve service to grocers.

You may have noticed that it is getting to be the fashion to imitate our methods or some of them. This only goes to show how important are the new features we introduce.

Try us on your next mail order and compare results.

CURRIE-McCRAW COMPANY,
Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.
We Make Business Easy For You.

BUY GROCERIES FROM A HOUSE WORTHY OF YOUR CONFIDENCE IN EVERY WAY.

Your object in business is to make money.

Can you afford to overlook anything that will prove helpful?

Our methods will relieve you of many worries and frequently loss, such as result from railroad claims and goods damaged in transit.

We have a well organized department just for this purpose and were the first house to adopt this worthy system.

Our prices are always uniformly right. We don't offer one thing at cost and try to make it up on something else.

If you deal with us you will soon learn that

We Make Business Easy For You.

CURRIE-McCRAW COMPANY,
Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.

IF YOU HANDLE GROCERIES HERE ARE SEVERAL REASONS WHY OUR WAY OF DOING BUSINESS WILL INTEREST YOU.

Because we are progressive in our methods and are continually looking out for the best way of giving satisfaction.

That's why we assume your railroad troubles and give you credit for lost or damaged goods on receipt of expense bill.

You also have the satisfaction of knowing that your orders will be filled exactly as sent in. No substitutions permitted.

We give you credit for knowing what you want. Our part is to supply the goods at the right price and we do it, too.

Promptness is another one of our

virtues. A bill of lading attached to every invoice proves this beyond question.

But, to sum it up in a nutshell, the best reason for sending us your orders is because,

We Make Business Easy For You.
CURRIE-McCRAW COMPANY,
Wholesale Grocers,
126-128 S. Front St., Memphis, Tenn.

It would seem that this very-much-alive concern has introduced some business methods which are novel to the wholesale grocery business; notably the prompt allowance, on its own books, for damage in transit of goods shipped to its customers, and I believe that point alone is worthy of an ad by itself at frequent intervals.

\$AM HOKE CLEARS UP A POINT.

PALISADES PARK, N. J., Apr. 25, 1908.
Editor of PRINTERS' INK:

As an old user of Carter White Lead, I was interested in your criticism of their graphic advertisement, reproduced in your issue of April 22, page 4.

I knew the point without reading the advertisement but on reading it I notice that they have given the reason very clearly in the second paragraph, reading as follows:

"Cracks in paint result from substitutes for pure white lead, that form a brittle shell, which cannot contract and expand with different temperatures."

This is not only clear, but it is true; and in the first paragraph is the statement that it doesn't crack, because it is so elastic as to contract and expand as the surface it covers contracts and expands.

You take two sheets of steel and coat one with zinc white and one with lead white, say in the middle of the summer, and place them both where they can get the full benefit of the wintry blasts, and next summer you will find the zinc surface all full of checks and cracks, and much of it peeled off, but the lead sample will be unharmed practically. The same applies to wood or brick or stone.

The advertisement seems a very good one to me, looking at it from the standpoint of the general public, or from that of the painter.

Yours truly,

\$AM W. HOKE.

SAME GOODS.

Customer—Is there as much genuine Vermont maple sugar on the market this spring as last?

Dealer—Just as much, but under the new food law we have to put a different label on it.—*Browning's Magazine.*

"THERE isn't a first-class one-cent paper in the country that isn't worth two cents."—*General Chas. H. Taylor.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Gadsden. Evening Journal, dy. Average 1907, 2,468; largest in Alabama north of Birmingham.

Montgomery. Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA.

Los Angeles. Evening News. Guarantees an average daily circulation in excess of 24,000.



Oakland. Enquirer. Average 1907, 28,429; March, 1908, 49,208. Largest circulation in Oakland guaranteed.

COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 59,606, Sunday 84,411.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport. Evening Post. Sworn daily, year 1907, 11,945. Sworn daily, March, 12,486.



Bridgeport. Morning Telegram, daily. Average for Mar. 1908, sworn, 12,170. You can cover Bridgeport by using Telegram only. Rate, 1½¢ per line, flat.

Meriden. Journal, evening. Actual average for 1907, 7,580. Average for 1907, 7,748.

Meriden. Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,760.

New Haven. Evening Register, Cy. Annual sworn aver. for 1907, 12,720; Sunday, 12,104.

New Haven. Palladium, dy. Aver. '06, 9,549; 1907, 9,548. E. Katz, Special Agent, N.Y.

New Haven. Union. Average 1907, 16,548. E. Katz, Sp. Agt., N.Y.

New London. Day, ev'g. Aver. 1906, 6,044; average for 1907, 6,547; March, 1908, 6,763.

Norwalk. Evening Hour. February circulation exceeds 5,400.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; January 1908, 7,488.

Waterbury. Republican. Av. 1907, 6,338 morn.; 4,400 Sunday. Feb., '08, Sun., 5,922.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1907, 35,426 (C&O).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1907, 10,850. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta. Journal, dy. Av. 1907, 51,144. Sunday 56,882. Semi-weekly 62,275. The Journal covers Dixie like the dew.

IDAHO.

Boise. Evening Capital News, d'y. Aver. 1907, 5,863; Actual circulation, Dec. 31, 1907, 6,070.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; 1906, 4,454; 1907, 6,770.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. The American Journal of Clinical Medicine, mo. \$2.00, the open door to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, 40,000.

Chicago. Breeder's Gazette, weekly. 32. Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755.

Chicago. Commercial Telegraphers' Journal, monthly. Actual average for 1907, 15,000.


Chicago. Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Journal Amer. Med. Ass'n, weekly. Av. for '07, 52,217; Jan., Feb., Mar., '08, 53,087.

Chicago. National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record-Herald. Average 1907, daily 151,464; Sunday 216,464. It is not disputed that The Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Galesburg, Republican-Register. Sworn aver., 6,256; Exam. A. A. Sawyer; 50 per cent more than other Galesburg daily.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Pearia, Evening Star. Circulation for 1907 21,659.


INDIANA.

Evansville, Journal-News. Av. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. Sworn average net paid circulation for twelve months ending Dec. 31, 1907, 5,089. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn average Mar. 1908, 9,778. Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye. daily. Aver. 1907, 8,087. "All paid in advance."

Davenport, Times. Daily aver. Mch. 18,957. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch. flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

Iowa City, Citizen. Actual average each issue for one year, 8,002 copies. Sworn statement on application. The newspaper that covers the Iowa City field.

KANSAS.

Hutchinson, News. Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent. N. Y.

Lawrence, World. daily. Actual average for 1907, 4,217.

Pittsburg, Headlight. dv. and wy. Average 1907, daily 6,228; weekly 6,547.

KENTUCKY.

Lexington, Leader. Av. '06, evg. 5,157. Sun 6,798; for '07, eve'y, 5,890. Sy. 7,102. E. Katz.

MAINE.

Augusta, Comfort. mo. W. H. Gannett, pub. Actual average for 1907, 1,294,488.

Augusta, Maine Farmer, w'ly. Aver. for 1907, 14,136. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,422.


Phillips, Maine Woodsman and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,555.

MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News. daily. Evening News Publishing Company. Average 1907, 77,748. For March, 1908, 88,008.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.





MASSACHUSETTS.





Boston, Evening Transcript (©©). Boston tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1907, daily, 181,844; Sunday 208,508. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

   
Boston, Post. Average 1907, daily, 242,080; Sunday, 226,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grove with us in 1908."

   
Lynn, Evening Item. Daily sworn av. year 1906, 15,008; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, Gazette. eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique. daily (© ©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City, Times. evening. Average for 1907, 11,054 copies, daily, guaranteed.

Jackson, Patriot. Average Feb. '08, daily 8,558, Sunday 9,848. Greatest net circulation.


Saginaw, Courier-Herald. daily, only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw, Evening News. daily. Average for 1907, 20,587; March, 1908, 20,575.

MINNESOTA.

Minneapolis, Farmers' Tribune. twice-a-week. W. J. Murphy, pub. Aver. for 1907, 83,074.

Minneapolis, Farm Stock and Home, semi-monthly. Actual average 1908, 87,187; average for 1906, 100,264; for 1907, 108,588.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal. Daily and Sunday (C). In 1907 average daily circulation, 76,841. In 1907 av. Sunday circ., 72,578. Daily average circulation for Mo., 1908, 78,732. Average Sunday circulation for Mar., 1908, 76,892. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

CIRCULAT'N **Minneapolis Tribune W.** J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,008. The daily Tribune average per issue for the year ending December, 1907, was 101,165.

MISSOURI.

Joplin, Globe, daily. Average 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, 87,888. Smith & Thompson, East. Reps.

St. Louis, National Druggist. mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 10,688 (C). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, mo. Actual average for 1907, 104,666.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1906, 141,829.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in city. Average for 1907, 4,271.

NEW JERSEY

Asbury Park, Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth, Journal. Av. 1905, 6,515; 1906, 7,547; 1907, 8,511; Jan., '08, 9,479.

Jersey City, Evening Journal. Average for 1907, 24,880. Last three months 1907, 25,928.

Newark, Eve. News. Net dy. av. for 1906, 63,022 copies; for 1907, 67,195; Jan. 69,829.

Trenton, Evening Times. Ar. 1906, 18,227; aver, 1907, 20,270; last 1/2 yr. '07, aver 20,409.

NEW YORK.

Albany, Evening Journal. Daily average for 1907, 16,895. It's the leading paper.

Brooklyn, Weekly Record, weekly's cents. Aver. for year 1907, 6,115. A want ad medium.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 52,697.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447; daily, 51,604; Enquirer, even., 34,570.

Buffalo, Evening News. Daily average 1906, 94,690; for 1907, 94,742; 1907, 94,848.

Mount Vernon, Argus, evening. Actual daily average for year ending Feb. 23, 1908, 4,874.

Newburgh, Daily News, evening. Average circulation first quarter 1908, 6,088. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

New York City.

New York, Army and Navy Journal. Est. 1821. Actual av. for '07, 9,824; av. Jan. '08, 10,125.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,312.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Benrizer's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907 64,416; 50c. peragate line.

Clipper, weekly (Theatrical). Frank Quisen Pub. Co., Ltd. Aver. for 1906, 26,611 (C).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,828—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, 7,369.

The People's Home Journal. 564,416 mo. Good Literature. 458,666 monthly, average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1908, 9,647; April, 1908, issue, 10,500.

The World. Actual aver. for 1907, Morn., 745,442; Evening, 405,172; Sunday, 848,885.

Schenectady, Gazette, daily. A. N. Liechty. Actual average for '06, 15,800; for '07, 17,153.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1906, daily 25,206, Sunday 40,064.

Troy, Record. Average circulation 1907, 20,168. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,859.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for year 1906, 5,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashtabula, Amerikan Sanomi. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1907, 74,911; Sunday, 88,573; March, 1908, 75,380 daily; Sun., 86,583.

Dayton, Journal. First six months 1907, actual average, 24,196.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. 445,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 9,634.

Youngstown, Vindicator. D'y. av. '07, 14,768; Sy. 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

Muskogee, Times-Democrat. Average 1906, 5,514; for 1907, 6,659. E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 aver., 20,153; Mo. 1908, 25,205. E. Katz, Agent, N. Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. Average for September, 1907, **20,880**.

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. Portland Journal, daily average 1907, **28,805**; for March, 1908, **29,458**. Vreeland-Benjamin, Representatives, N. Y. and Chicago.

Portland, The Oregonian (©). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. March circulation, daily average **38,989**; Sunday average **42,587**.

Portland, Pacific Northwest, mo.: average for 1907, **16,000**. Leading farm paper in State.

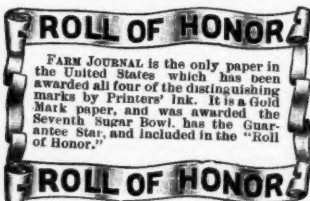
PENNSYLVANIA.

Chester, Times, ev'g'd'y. Average 1907, **7,640**. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1907, **18,508**; March, 1908, **18,468**. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Mar. 1908, **15,274**. Largest paid circ. in H'd'y or no pay.

Philadelphia, Contentioners' Journal. mo. Av. 1905, **5,470**; 1906, **5,514** (©).



The modern way of covering Philadelphia is to use

"THE BULLETIN."

It every evening goes into nearly every Philadelphia home.

NET AVERAGE FOR
FEBRUARY

263,723

COPIES A DAY.

New York Representative
DAN A. CARROLL
Tribune Building, New York

Chicago Representatives
BRIGHT & VERREE
Boycott Building, Chicago



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 134,006.



West Chester. Local News, daily, W. H. Hodgson, average for 1907, **15,687**. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news. Hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1907, **18,124**.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1907, **17,908** (sworn).

Providence, Daily Journal, **17,712** (©), Sunday, **24,178** (©). Evening Bulletin **37,061** average 1907. Bulletin circulation for 1908 over 45,000 daily.

SOUTH CAROLINA.

Charleston, Evening Post. Actual av. average for 1907, **4,251**. March, 1908, **4,489**.

Columbia, State. Actual average for 1906, daily (©) **11,237** copies; semi-weekly, **2,625**; Sunday (©), 1906, **12,228**. Actual average for 1907 daily (©) **13,052**, Sunday (©) **13,887**. Semi-weekly **2,997**.

Spartanburg, Herald. Actual daily average circulation for 1907, **2,715**. Dec., 1907, **2,067**.



TENNESSEE.

Chattanooga, News. Average for 1907, **14,468**. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville, Journal and Tribune. Week-day average year ending Dec. 31, 1907, **14,604**. Week-day average Jan. 24 in excess of **15,000**. The leader.

Memphis, Commercial Appeal, daily, Sunday, weekly. First six months 1907 av.: Dy., **41,752**; Sunday, **61,485**; weekly, **81,212**. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, **31,455**; for 1907, **36,206**.

TEXAS.

El Paso, Herald, Jan., av., **9,008**. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily, F. E. Langley. Aver. 1905, **8,527**; 1906, **4,118**; 1907, **4,585**. Exam. by A. A. A.

Bennington, Banner, daily, F. F. Howe. Actual average for 1906, **1,980**; 1907, **2,010**.

Burlington, Free Press. Daily average for 1907, **8,415**. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily, Av. 1907, **8,126**. Only Montpelier paper exam. by A. A. A.

Rutland, Herald, Average 1907, **4,268**. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, dy. Average for 1907, **8,552**. Examined by A. A. A.

VIRGINIA.

Danville, The Bee. Av. 1907, **2,711**. March, 1908, **3,014**. Largest circulation. Only evening paper. New rate card in effect May 1st.

WASHINGTON.



Seattle, Post-Intelligencer (©©).
Ar. for Feb. 1908, net—Sunday
\$9,644; Daily, \$2,983; week day
\$9,874. Only sworn circulation
in Seattle. Largest genuine and
cash paid circulation in Washing-
ton; highest quality, best service,
greatest results always.

Tacoma, Ledger. Average 1907, daily, 18,506;
Sunday, 21,798.

Tacoma, News. Average 1907, 16,525; Sat-
urday, 17,810.

WEST VIRGINIA.

Honover, W. Va. News, wy. Wm. B. Blake
& Son, pub. AVer. 1907, 2,524.

WISCONSIN.

Janeville, Gazette. Daily average for 1907,
3,671; semi-weekly, 2,416; Mch., os, dy., 4,325.

Madison, State Journal, dy. Actual average
for 1907, 3,086.



Milwaukee, The Journal, eve.,
ind. Daily average for 1907,
51,922; for March, 1908, 54,706;
daily gain over Mar., 1907, 3,316.
The paid CITY circulation of the
Milwaukee Journal is guaranteed
advertisers to be larger than is the
TOTAL circulation of either of the
other evening dailies, and the TOTAL circulation
of the Journal to be 30% MORE than is the TOTAL
of the TWO COMBINED. The Journal leads all
Milwaukee papers in classified and volume of
advertising carried.

Milwaukee, Evening Wisconsin, dy. Av. 1907,
28,082 (©©). Carries largest amount of
advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for
1907, 8,680. Examined by A. A. A.

Racine, Journal, daily. Average for the last
six months 1907, 4,876.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877.
Actual weekly average for year
ended Dec. 30, 1907, 56,817.
Larger circulation in Wiscon-
sin than any other paper. Adn.
\$3.50 an inch. N. Y. Office, Tem-
ple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average net
for 1908, 5,126; semi-weekly, 9 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province, daily. Av. for 1907,
18,846; Feb. '07, 12,978; Feb. 1908, 15,618. H.
LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's Ger-
man news'r. Av. 1907, 16,546. Rates 56c. inch.

Winnipeg, Free Press, daily and weekly. Av-
erage for 1907, daily, 36,852; daily Mar. 1908,
35,878; weekly av. for mo. of Mar., 28,227.

Winnipeg, Telegram. Average daily, Mar.
'08, 28,785. Weekly av. 27,000. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907,
daily 108,528, weekly 50,197.

Montreal, The Daily Star and
The Family Herald and Weekly
Star have nearly 200,000 subscrib-
ers, representing 1,000,000 readers
—one-fifth Canada's population.
Av. cir. of the Daily Star for 1907,
62,887 copies daily; the Weekly
Star, 129,665 copies each issue.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from
papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado
Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old es-
tablished family newspaper; covers field
60,000 high-class pop.; leading Want Ad paper.
Classified rate, cent a word; 7 times 5 cents a
word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington,
D. C. (©©) carries DOUBLE the number of
WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad"
Directory.

THE TRIBUNE publishes more classified ad-
vertising than any other Chicago newspaper.

GALESBURG, Republican-Register. Daily
average 8,356. Best in its field for want ads.
½c. a word.

INDIANA.

THE INDIANAPOLIS NEWS, the best medium
in the Middle West for mail-order classified
advertising, carries more of it than all the other
Indianapolis papers combined, its total in 1907
being 239,807 ads (an average of 919 a day)—33,331
more than all the other local papers had. The
News' classified rate is one cent a word, and its
daily paid circulation over 75,000.

AN ENVIABLE RECORD.

During the year 1907 THE INDIANAPOLIS STAR
carried 187,878 lines, or 656.36 columns more paid
"Want" advertising than any other newspaper
in the entire State. THE STAR also gained 538,967
lines, or 1,749.89 columns of classified advertising
over the preceding year 1906.
Rate, six cents per line.

MAINE.

THE EVENING EXPRESS carries more Want ads
than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads
than any other Baltimore daily. It is the
recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great
resort guide for New Englanders. They
expect to find all good places listed in its adver-
tising columns.



THE BOSTON GLOBE, daily and Sunday, for
the year 1907, printed a total of 446,736 paid
"want" ads. There was a gain of 1,979 over the
year 1906, and was 230,163 more than any other
Boston paper carried for the year 1907.



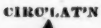
MINNESOTA.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Mar., 158,673 lines. Individual advertisements, 26,433. Eight cents per square line per insertion. If charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 30c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minnesota.



CIRCULATION THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by Am. News-
paper D'tory

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,064; Sunday, 15,060.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It excels because advertisers get prompt results.

NEWARK, N. J., FREEZE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARBUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad medium, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat, six words to a line.

OHIO.

IN a list of 100 recognized classified advertising mediums only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 23,305. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,067; Saturdays 117,000—worth to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carry more Want advertisements than any other weekly paper in Canada.

A SPECIAL SERVICE OF SYNDICATE CUTS.

ARTISTIC Ad Co.,
Cut Makers—Adwriters,
320 Broadway,
NEW YORK, April 4, 1908.

Editor of PRINTERS' INK:

Our attention has been called to an article on laundry advertising written by W. R. Hyde, and appearing in your issue of March 18th. In the course of this article Mr. Hyde says: "The matter of illustrations is an important one. Good illustrations for use in laundry advertisements are almost impossible to obtain. In common with other advertisers, the various styles of syndicate cuts have been used by laundresses, but their use is steadily growing smaller as they do not fill the requirements of the trade in any particular. Most of them are cuts which could be used to illustrate the advertisements of any business, and their incongruity is nowhere more apparent than in the laundry advertising. What is wanted are distinctive laundry illustrations—those showing laundry machines in operation, in such a way as to illustrate the value of the machine to the public, and illustrations of finished laundry work, and of some of the hand-performed processes."

We disagree with Mr. Hyde to the extent of not believing that the public would be as much interested in illustrations of laundry machinery in operation as in illustrations of finished laundry work. Our experience certainly favors the latter. We are, perhaps, the largest and most successful advertising cut syndicate now in existence, and our plan is to have special cuts made to suit individually each one of the fifty odd retail businesses we cater for.

The laundry cuts we send out could not possibly be used for any other business. Invariably the text in the cut includes the word "Laundry." Every laundry cut is especially made to fit that business only, in proof of which we are herewith submitting "proofs" of a few of our laundry cuts, taken at random from our stock.

Very respectfully yours,

ARTISTIC AD COMPANY,
Per Harry Hellingren, Manager.

"The man with the goods" must first know how to show them.—*Silent Partner.*

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,596 publications listed in the 1907 issue of Howell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES TO THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (◎◎).

FLORIDA.

JACKSONVILLE TIMES-UNION (◎◎). Pre-eminently the quality medium of the State.

GEORGIA.

ATLANTA CONSTITUTION (◎◎). Now, as always, the Quality Medium of Georgia.

ILLINOIS.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER (◎◎). Actual average circulation for 1905, 15,866.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ad brings satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,845 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON COMMERCIAL BULLETIN (◎◎). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston, is quoted at home and abroad as the standard American textile journal.

SPRINGFIELD (MASS.) REPUBLICAN (◎◎). Ranks with the country's half dozen leaders.

WORCESTER OPINION PUBLIQUE (◎◎). is the only gold mark French daily in the U. S.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (◎◎). the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 12,394. MCGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (◎◎). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE. In 1907, average issue, 21,500 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 255 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (◎◎). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation for 1907 8,216 weekly. MCGRAW PUBLISHING COMPANY.

VOGUE (◎◎) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (◎◎). In 1907 the local advertising was 33.13% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON.

THE OREGONIAN (◎◎). established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on a Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,606.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,558, flat rate.

THE GLOBE, Toronto (◎◎), was selected by Albert Frank & Co., as the only Canadian paper needed in their European resort campaign.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,

NEW YORK CITY.

Telephone 4779 Beckman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. ROWELL.

The address of the company is the address of the officers.

London Agent, F. W. Sears, 50-53 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, May 6, 1908.

THEORIES beforehand have a certain value, but facts accomplished have a greater worth.

IN Winston-Salem, N. C., this sign is displayed in a barber-shop:

"Your suit pressed and cleaned in the rear while you wait."

THE Lebanon, Pa., *Courier* suspended publication last week. It was the third and last of the local weeklies published in Lebanon to pass out of existence.

THE Quoin Club, composed of advertising managers of weekly and monthly magazines, has issued the first number of a monthly organ called the "Quoin Club Key." Josiah J. Hazen, advertising manager of *Life*, 17 West 31st street, is secretary of the organization, and will send the "Key" to anyone sufficiently interested to ask to be placed on the mailing list.

MOTION in the shop window, of any sort, draws a crowd of lookers-on through curiosity merely. But it requires a detective to tell how many who have been amused go in the store to trade.

A SINGLE copy of a Sunday newspaper often contains upwards of five hundred thousand words. A two-line want ad contains but twelve words—twelve out of half a million—and yet it will be seen and read by thousands of persons. This is one of the marvels of modern advertising.

HERE is a point of grammar that is overlooked by many publishers seeking to demonstrate that their circulation exceeds that of every competitor. They say that their circulation has been "proven" larger, whereas "proved" is the correct participial form. PRINTERS' INK can find no authority for "proven" except for use in courts of law, which employ a great many irregularities of procedure.

THEODORE W. NOYES, son of the late Crosby S. Noyes, has succeeded his father as editor of the *Washington Star*. Since 1887 Mr. Noyes has been associate editor of the *Star*, intimately associated with his father in the editorial management, and in active control for much of the time in recent years. He announces that there will be no change in the paper's policies, which are "to be honest, fair, clean and accurate, and to fight for Washington."

THE 1908 edition of Rowell's American Newspaper Directory, to be issued one week from day after to-morrow, will enumerate 22,502 newspapers and periodicals, a loss of 396 as compared with the 1907 Directory. The loss seems to be due, chiefly, to heavy mortality among the smaller newspapers, and an unusual number of consolidations. The total this year is a smaller number than have been listed in Rowell's Directory since the 1903 book was published.

THE new administration of the Advertisers' Club of Cincinnati has inaugurated Wednesday mid-day luncheons.

WILL C. IZOR, eastern manager of *Uncle Remus's The Home Magazine*, has moved to Room 4059, 1 Madison Square.

MR. HARRY KAUFMAN, formerly of the Kaufman Advertising Agency, is now associated with Sherman & Bryan, New York.

BEN JACOBS, formerly advertising manager of Jordan, Marsh & Company, Boston, is now connected with the advertising department of the *Boston American*.

RICHARD A. PICK, Marquette Building, Chicago, western representative for *Vogue* and for *Modern Methods*, has been appointed western representative for *Case and Comment*.

THE Galesburg, Ill., *Republican-Register* installed its fourth two-letter linotype during April. The *Republican-Register* is said to be the only Galesburg paper which has ever submitted its circulation records to examination. In the 1908 edition of Rowell's American Newspaper Directory it has credit for an average daily issue during 1907 of 5,149 copies.

THE Milwaukee *Journal* recently issued a "Silver Jubilee" edition, to commemorate the completion of twenty-five years of publication. The paper contained over sixty pages, and worthily presented the case of Milwaukee as a city of marvelous development and great opportunities. During the quarter-century of its existence the *Journal* has achieved the largest circulation in Milwaukee. The daily average number of copies printed during March was 54,706. The *Journal* is the only Milwaukee daily that possesses the Guarantee Star of Rowell's American Newspaper Directory.

THE Lammers-Schilling Company, artists and engravers in Chicago, have moved to the Monon Building, 324 Dearborn street.

WILLIAM C. SPRAGUE, editor of the *American Boy*, was chief speaker at the April dinner of the Grand Rapids, Mich., Advertisers' Club. A. F. Sheldon will speak on "Salesmanship" at the May meeting.

GEORGE MCKITTRICK & COMPANY, New York, publishers of the Directory of Advertisers, are preparing to publish a Directory of Buyers and Purchasing Agents of large manufacturing firms and corporations of the United States. The prospectus states that the information has been obtained by personal visits of canvassers to each concern, and the work should contain valuable data for sales departments.

New York Ad League The April meeting of the New York Advertising League, announced as a Porterhouse Reunion, was held on April 24th at the German Press Club. "Follow-Up Systems" were up for discussion after the dinner, the speakers being R. S. Tibbals, advertising manager Angle Lamp Company; W. R. Koller, of Koller & Smith; C. S. Redfield, advertising manager Yale & Towne Mfg. Co. and J. M. Brock, advertising manager W. M. Crane Co. The subject was divided into sub-topics as follows: Follow-up to the consumer for indirect sales; for direct sales; to the retailer for indirect sales; for direct sales. After the speakers had completed their remarks, several club members questioned them to bring out important details, or else told of their own experience with follow-up work. The talk was all interesting, and most of it was instructive as well. The league has elected twenty new members this spring, bringing the total members up to nearly seventy,—all real advertising men.

J. H. SKINNER has been made advertising manager of the *Market Grower's Journal*, of Louisville, Ky. Mr. Skinner formerly occupied a similar position with *Our Country*.

THE May number of *Uncle Remus's The Home Magazine*,—the first to be issued under the new title,—contains seventy-five columns of advertising. The magazine presents a pleasing appearance, and is a credit to Atlanta.

The American Newspaper Publishers' Association at its recent meeting elected officers as follows: Herman Ridder, of the New York *Staats-Zeitung*, was re-elected president; Medill McCormick, of the Chicago *Tribune*, vice-president; Elbert H. Baker, of the Cleveland *Plain Dealer*, secretary, and W. J. Pattison, of the New York *Evening Post*, was elected to succeed Edward P. Call as treasurer. C. W. Hornick, of the San Francisco *Call*, and Charles H. Taylor, Jr., of the Boston *Globe*, held over as directors, and Charles W. Knapp, of the St. Louis *Republic*; Hilton U. Brown, of the Indianapolis *News*; F. P. Glass, of the Montgomery *Advertiser*, and Conde Hamlin, of the New York *Tribune*, were re-elected for two-year terms to succeed themselves.

The Canadian Market

The New York *Sun* in an issue one day last week had an important editorial upon the "Market of the United States in Canada." The certainty of the development of Canada should be immediately brought home to the minds of American business men and manufacturers, and on this account part of the *Sun's* editorial is reprinted below, in the hope that it may be read by many who did not see it when it appeared originally:

Canada's population is now about 6,500,000. It includes several hundred thousand who are or who have been American citizens or who have been for a longer or shorter time resident in the United States. It is even probable that

at least 10 per cent of Canada's total population would be included in the group. It is probable that there are a quarter of a million American citizens in the Dominion, people who have crossed the border to make homes in a new land of opportunity. Statistics show that since the opening of the century more than 300,000 people have gone from this country to Canada. The movement this year has begun earlier than usual and has assumed unusual proportions. Many of these people are and will continue to be, by habit though not by employment, advertising agents for American goods.

Canada needs people and has room for millions of them. They are coming to her in large numbers. With one-fourteenth of our population she is getting one quarter of our number of immigrants. In western Canada alone there are five million acres under cultivation and a hundred and seventy-five million acres waiting for the plough and reaper. Thirty-five years ago Winnipeg was a "military lamp post." To-day it has 100,000 inhabitants. West of it there is a thousand mile strip of fine wheat land. Twenty years ago that vast expanse was prairie, with here and there a settlement. To-day it is dotted with thriving villages and towns and ambitious young cities. The growth of eastern Canada has been less phenomenal, but it has been striking. Canada is at our very door and she is now importing about \$350,000,000 worth of merchandise a year, an increase of about 200 per cent in ten years.

Some indication of American attention to Canada's commercial needs appears in the fact that our exports to the Dominion in 1897 were valued at \$72,000,000 and in 1907 at nearly \$187,000,000. Our sales to Canada last year exceeded our sales to the whole of Asia and Oceania by \$43,000,000. There is no reason to doubt the increase of our sales as the years go by, but it behooves us as an enterprising people to put ourselves in line to secure the greatest possible benefits from a Canadian development which is as inevitable as the flow of water over Niagara Falls. The trade current may be diverted by foolish legislation or by lack of wise legislation, but its flow northward and southward is as natural as the flow of a river. Canada's commerce should, and in all probability will, exceed \$1,000,000,000 by the year 1915. The country is being gridironed with railroads, and business for the lines is made by the arrival of hundreds of thousands of settlers, most of them of the English-speaking race.

Wisdom calls to American business men to learn as much as possible about this rapidly developing neighbor and to demand from their legislators every possible facility for the extension of trade, import as well as export. We have much to gain by a huge reduction in or even the total removal of our present tariff barriers. The closer the trade relations between the United States and Canada the better will it be for the people of both countries.

THE annual Contractor's Number of the *Engineering Record*, issued last month, contained 792 separate paid advertisements, occupying more than 247 pages. The reading pages, and the publisher's own advertising, brought the grand total up to 266 pages.

GLOWING REPORT FROM THE COAST.

SAN FRANCISCO, Cal.,

April 6, 1908.

Editor of PRINTERS' INK:

There have been so many and so widely differing reports in various publications regarding the progress of rebuilding San Francisco that, without entering into dry statistics, I believe it will interest you to have a glimpse of the city from the viewpoint of an advertising agency.

Primarily, it is conceded by every visitor that the growth of this great mass of steel and brick and stone in the short period since the fire is unprecedented.

All the building progress that San Francisco has made is an actuality—the result of less than eighteen months of effort, for in the first half year following the city's ruin there was on the one hand apathy and on the other uncertainty and unrest.

Then the old-time energy began to assert itself and gradually one-story temporary shacks were replaced by fire-proof, earthquake-proof sky scrapers, until to-day in every direction great office buildings, huge hotels and apartment houses and business blocks, completed and in course of construction, give the rapidly filling in outline of a city whose misfortunes have known no parallel in all the history of the world, and whose rapid rehabilitation has set the pace for generations yet to be.

Market street, from Powell to Sansome street, with its tributaries of Third, Kearny, Geary, Post, Sutter streets and Grant avenue, looks to-day more like the vicinity of Park Row, with scores of tall structures along a thoroughfare whose splendid breadth precludes the shutting off of light and air. The permanent buildings completed since the fire number 6,000 and under course of construction 3,000.

I should overlook my special province as an advertising man did I fail to speak of the newspapers which have rehabilitated themselves after the complete destruction of their costly equipments. The *Examiner*, *Call* and *Chronicle* are the three morning publications printing 16 pages daily, good times or bad, and issuing the bulky Sunday editions. But the *Bulletin*, the only evening newspaper, is the one San Francisco publication which has really been making history during the past half dozen years. It has been fearlessly smiting hip and thigh corruption, in places high and low, and its activities have been noted in the press of every Anglo-Saxon country. Its circulation gain has

been phenomenal, and along with this has been naturally the increase of advertising patronage. No one disputes its circulation claims. In the business handled by our own agency we know that advertisers have stood an increase of sixty per cent in advertising rates, and it is the boast of the management that despite the increase not a single patron has dropped out.

My position as manager of the old-established Dake Advertising Agency—for thirty years the leading agency on the Coast—places me in touch with the big advertisers, and I can truthfully say that I have never found such a spirit of confidence in present and future business as now prevails. There is great activity among local advertisers and a pronounced tendency to enter the eastern fields of commerce, particularly by the fruit interests. California must soon come to its own as the greatest producer of dried fruits and of canned goods in the world, and as quickly as our people realize the immense possibilities open to them in this connection they will seriously and systematically start a National Advertising campaign that will be a sure winner.

When the canners and kindred interests reach such a decision you will find the Dake Advertising Agency fulfilling their part, for, of course, our extensive eastern connection puts us in a pre-eminent favorable position for handling such business.

To-day the city has more and better accommodations for tourists and conventions than at any period in its history. The estimated number of available rooms in hotels and lodging houses is 30,000.

In suburban realty there is unusual activity, more than 20,000 building lots having been sold during the past twelve months along one projected line of electric railway—the Ocean Shore.

No one who really knows San Francisco can ever wonder at her splendid optimism.

Sitting serenely on her hundred hills with wondrous scope of mountain, bay and sea, warder of that matchless harbor, of which it has been said that in it all the battleships of all the nations of the world might cast their anchors and yet be scarcely within hailing distance of each other, with foreign trade still in its infancy, and yet famed Liverpool and storied Antwerp do not outrank the tonnage of her ocean craft, no one can ever question the splendid future at whose door she stands.

The unnecessary "plague scare" has all been dissipated; the coming of the fleet means the influx of untold thousands of sightseers, and when the great White Squadron steams through the Golden Gate the big guns of the fortifications in their salute to "Fighting Bob" will boom their welcome to San Francisco's new era of progress and prosperity.

With kind wishes to the Little Schoolmaster, I am,

Yours very truly,

C. E. CULBERSON,

Manager Dake Advertising Agency.

MAGAZINES PLUS TRADE JOURNALS.

"COLLIER'S" INTRODUCES A NEW WAY OF USING LARGE SPACE IN ITS PAGES—TRADE JOURNALS COVERED AT THE SAME TIME MAGAZINE ADS APPEAR, AND AT NO EXTRA COST TO THE ADVERTISER.

During 1907, three special numbers of *Collier's* were issued on an entirely new plan. They proved so successful that three more are appearing this year, and at least four are planned for 1909.

These specials were devoted to Haberdashery, Foods and Furniture. No particular attention was given to those industries in the text. But the advertising department of *Collier's* undertook to secure enough special business in each industry to make the advertising pages impressive in themselves. A reader opening the Haberdashery special, for example, and finding full-page announcements for Kuppenheimer clothes, Krady suspenders, Regal shoes, Cluett-Peabody collars and shirts, Munsing underwear, Hole-proof hosiery, etc., was immediately struck by the number of large advertisements of kindred articles. These special numbers made their point in that manner.

The plan embraced only full-page business. To obtain advertising of the magnitude required to make such an impression, *Collier's* went to manufacturers with a comprehensive proposition. While full-page ads in such a weekly have a wide appeal to the consumer, there is also a narrower and much stronger appeal to the retailer handling the advertised lines. *Collier's* offered to give the advertiser a complete campaign covering his trade simultaneously with the consumer, and to this end each full-page advertisement was reduced to proper proportions and inserted in trade journals. The list for the Haberdashery number included the *Haberdasher*, *Clothier and Furnisher*, *Men's Wear* and *Apparel Gazette*. No extra charge over the regular rate for a full-page in *Collier's* was made to the

advertiser. The magazine paid the space bills in trade journals, and also furnished an advance "flier" of eight pages, printed on fine stock, showing the special advertising that was to appear in each issue. These "fliers" were mailed to retail dealers all over the country to announce the general advertising and enable them to stock up and take care of demand. This method of working upon the trade in conjunction with a general campaign enabled the magazine to get several large advertising orders from firms that had before then used comparatively small space. Cluett, Peabody & Co. was one such firm. The results traced to this combination work appears to have been very good, for most of the firms have contracted for full pages in the special issues this year, and have also become more regular advertisers in *Collier's* ordinary issues.

The special numbers scheduled for 1908 will be confined to the same trades—foods, haberdashery and furniture. Three specials covering these industries will also appear in 1909, and it is now thought that a building issue will be added.

Another prime attraction in these issues, of course, was the magnificent color-work made possible by *Collier's* fine equipment. Goods and trademarks were shown in exact colors, enabling readers to see how they looked. In some cases the magazine artists who designed color pages for the text also drew the advertising pages to be printed on the same sheet, thus giving not only a harmony in design and coloring, but greatly facilitating good printing. It is said that where color pages and color ads are designed separately they are not only likely to be out of harmony, but in printing inharmonious designs, one is likely to spoil the effect of the other.

THE REAL THING.

"No Antonius. A punjaub in India is not the editing of a funny column. The only real pun jobs are on the English comic papers."—*Browning's Magazine*.

WHEN NOBILITY TESTIFIES.

The titled testimonial is a staple of patent medicine advertising in England. Army, clergy, Parliament and the medical profession are regularly drawn upon for letters beginning "I have used——." But the bright, particular jewel is the letter from a countess, relating how some years ago her friends were alarmed at her run-down and debilitated condition, and what she did for it. It might be imagined that such letters are difficult to obtain. But they aren't, always, and sometimes a humorous story goes with them.

The advertising manager of a well-known liver-pill received a visit in London one afternoon from a shabby gentleman with a monocle, who stated that he was private secretary to a baroness. The latter had lately experienced a remarkable cure through the use of his medicine. The secretary believed—he was not certain of it, but he rawther fawncied, don't yer know—that he could persuade—er—could put matters in such a light, that his noble patron *might* be persuaded to write a statement about their invaluable remedy over her own name, for publication. In that event would the advertising manager pay him ten pounds for his good offices?

The lady was looked up, and found to be a bona fide baroness, and the terms were agreed to. A few days later the baroness herself called, ceremoniously, and proved by her manner that she had come into the peerage via the music halls. Her husband, the baron, was in South Africa, and the "secretary" was really her lover. She wrote a glowing testimonial, furnished her photograph, and assented to the advertising manager's stipulation that for a period of six months she would not permit herself to be cured by rival remedies of the same nature. This agreement was faithfully kept while the testimonial ran widely in British newspapers. But during that time

the baroness was not prevented from investigating beauty lotions, tooth powders and hair growers. Many of these she found so markedly beneficial that testimonials were given also.

A year later the baron himself got back from South Africa, and began to look into the operations of his wife. Far from being horrified, though, he took a suggestion from her, and presently the patent medicine houses were being delicately sounded on the baron's behalf by the obliging "secretary," and testimonials appearing with the former's photograph.

The element of difficulty with such advertising feature is, not to obtain them. For the shabby genteel nobility is always equal to the demand. But it is often difficult to know when the house has exclusive property in such a testimonial. There is a case on record where a down-at-the-heel nobleman assiduously canvassed half a dozen patent medicine houses at once, gave each a letter of praise, and his portrait, while keeping all in darkness as to his operations with the others. Only an accidental reference to the matter by one of the advertising managers led to the discovery of his duplicity. Then an investigation was instigated, and when it was learned that six different houses had practically the same testimonial in plates, ready to be sent out to the papers, with the same portrait of the peer, showing his appearance after recovery from the same disease, the six firms all destroyed their blocks. This shabby genteel nobleman cleared up several hundred dollars without ever having his name published at all. Which was doubtless the end he had in view.

THE Rochester *Democrat and Chronicle* has joined the Illustrated Sunday Magazine list. This paper has far and away the largest daily and Sunday circulation in Rochester, and will materially strengthen the magazine supplement feature.

THE TIME-ELEMENT IN BARGAINS.

What do you suppose pulls people to bargain sales?

Prices—economy—the chance to save pennies?

That is certainly a large part of it. But it isn't all, brother. There's a time-element, too—the "Don't miss this opportunity" phase. After the price has been cut, then make the offer for to-day only, and if *that* doesn't bring people downtown, then sell only one to any purchaser, and fill no mail orders on these special goods.

Consider the Japanese auction-room. An odd Oriental illusion, the Jap auction-room. It is at once as fleeting as *maya*, and as enduring and changeless as *nirvana*. The Jap auction-room insists that it is here to-day, but will be gone to-morrow. It is always closing out—maybe. Big red signs across the front say so. Red auction flags hang at the door. Inside you hear the trombone voice of the auctioneer, urging, "Now, good people, we haven't much time left this afternoon, come up a little closer." Even as you pause on the walk a little brown man pastes up another wrapping-paper sign on the window, fresh from the marking-pot:

POSITIVELY THE LAST DAY!!!

Do not be alarmed, however. The Jap auction-room has been there for years, and will be for years to come. The big red signs are a fixture. Unwashed windows are a fixture. Likewise, the appearance of moving out to-morrow. They may change the auctioneer from lustrum to lustrum, but they will always be right there selling the same gay tea-sets and "vawzes." You could buy them next door in the tencent emporium. But the Jap auction-room gets three times the price by putting them in a satin-lined casket, and playing up the time-element strong.

"I have here, ladies and gentlemen," says the auctioneer. "A magnificent set of genuine Royal Satsumer ware. I am going to

ask you to start it at one hundred dollars—five per cent of its actual market value—because there are many here who want us to get on with the sale and put up those large pieces that you see in the entrance. I want to tell you, good people, that you don't often see such a set of Satsumer in this country. Step up and look at it."

A few people shift from one foot to the other. The auctioneer picks out a timid man in front and points his finger at him.

"Have *you* ever seen anything like it?"

"No—I guess not! Why, my friend, you wouldn't see a set like that in Japan! J. Pierpont Morgan paid ten thousand dollars for one exactly like it the other day. I want you to start it at seventy-five dollars because we're short of time—this is the last day of the sale."

The timid man is overwhelmed, and a "capper" bids three-fifty. This horrifies the auctioneer. He states that he will pay anybody a hundred dollars out of his own pocket for a duplicate. He denounces the base streak in human nature that brings people in to take such advantage of the last day of a sale—and finally sells the Royal Satsumer to a fat woman for four-thirty.

The Jap auction-room is always there, but the style in which it gets up the atmosphere of moving out is often artistic, purely as stage setting. On Fourteenth street, in New York, the past winter, it has been necessary to greatly heighten this effect, owing to general wariness of purchasers. So down come the big garden urns and sheet-tin statuary used as a back-ground. Into the windows are pitchforked great bunches of packing-straw and some shattered packing-cases. Over the floor is strewn wrapping-paper, twine, shipping labels, and the auctioneer holds forth on a rough-box in one corner of the almost empty store. This is the time-element at its best. It looks, not merely like the last day of the sale, but as though the Satsumer wouldn't hold out till three o'clock.

It pays to understand the time-element in advertising bargains.

Some of the best values at bargain sales are found when dealers close out winter stock in February and summer remainders in August. These goods are genuine, and they sell for fifty per cent normal retail prices. But in comparison with the one-day sale of a cheap store, purely a fake both as to goods and prices, such sales do not draw big crowds. The time-element is lacking. Dealers make it plain that the offerings are to continue right through February and August, and the public takes it easy in the assurance that it has plenty of time. Perhaps it never gets round at all.

But advertise a sale to begin at nine o'clock sharp and stop promptly at noon. Make it clear that these goods have been gathered from four quarters of the earth, and that there are only a few of them, and that when they are gone there will be no more. State that manufacturers have stopped making them. Tell readers that those wishing to see these goods must be on hand at nine sharp at a certain door, and arrange with the Western Union to have the exact time telegraphed from Washington, so that the door may be opened on the minute. Give your bargains an exclusive glamor, make them difficult, introduce the element of suspense. Then, at six-thirty in the morning the public will begin to gather as though for a bank run, and by nine the police will have to come in to handle the crowd.

PROTECT THE GOODS.

Not long ago I happened to be in a central New York city—Syracuse, to be exact, and wanting a cigar, I stepped into one of the attractive tobacco stores in Salina street. The window was nicely trimmed in a manner calculated to bring trade from a clientele of the best class. The interior of the place was in accordance with the window.

The time was about eight o'clock in the morning. One well-dressed man, who was evidently a commercial traveler preceded me by a fraction of a minute through the door. He walked directly to a glass showcase and examined a heavily advertised brand of cigar displayed on the top of the case. His examination lasted about fifteen seconds. He bought three ten cent cigars of another make.

Somehow or other I could not resist the temptation to ask him, more through idle curiosity than otherwise, why he passed the advertised brand and bought another cigar of the same price. Without a word he led me back to the case.

"Do you see those cigars? Pick one up and look at it. See that dust? See that boy back there dusting?"

"Last night, before going to the hotel, I was in here and bought some cigars. The store was filled with smokers and occasionally a man spat upon the floor. Some-time since, someone swept this floor. The air was filled with that dust but no one covered the cigars that are offered here for decent men to smoke. Would you buy one covered with dust as you see these?"

I looked further and saw a well-known brand of stogies exhibited the same way. They, too, were covered with dust.

It does seem too bad, for the traveling man mentioned was undoubtedly not the only one who saw the dust, and that store was not the only one in which this thing happens every night.

Go into almost any hardware store in the smaller towns and you find horse blankets thrown over the most widely advertised parlor heater or kitchen range. It is the same in all lines. I believe a far greater per cent of sales might be made of the advertised article as against the non-advertised commodity, if the retailers can be brought to see the import of really protecting the goods after they have purchased them, in anticipation of future business and sales.

FRANK A. WOOD.

SELF ADVERTISING BY NEWSPAPERS.

The first requisite to successful self advertising by newspapers is confidence on the part of the publisher that his space is worth the price. Without such confidence he can hardly hope to inspire it in his prospective advertisers or subscribers. The man with a paper which he feels is not worthy the attention of advertisers would better make it so or swap it for a yellow dog and get another.

The self advertising begins at the date line and runs all the way through to the last period on the last page. Good or bad, it is found in every line of news or advertising—even in make-up. The general advertiser can size up a sheet with approximate accuracy at a glance. The local advertiser knows, of his own knowledge (or can readily determine) whether a given paper is making good with his public. So there must be, first of all, something to advertise—something that will pretty nearly stand the acid test.

This something to advertise can be more quickly created if the paper talks about itself in a proper way in its own columns. By making the best of what it has, by keeping discreetly mum regarding what it hasn't, while it hustles to get it.

All of which is for general application and in no sense a reflection on the papers to be mentioned.

Here are two goods ads from the Buffalo (N. Y.) *Evening News* of some weeks ago. The first is out-and-out self advertising of an excellent kind—strong argument for newspaper advertising without using the name of the paper at all. The second is good "boost" copy for the paper's own advertisers, making a very strong point for advertised stores, to which alone the argument would generally apply, and emphasizing the idea that the ads are simply reflections of the stocks.

NOT MANY STORE-SALES ARE UNINFLUENCED BY STORE ADVERTISING!

The store sales to-day that are uninfluenced, directly or indirectly, by

store-advertising will not have amounted to ten per cent of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect influence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store by the advertised articles. In the latter case, as surely as in the first, the advertising must be credited with the sale.

Observant merchants know that this is true. They should gain courage from the knowledge to strengthen their advertising campaigns to the point of matching their store-hopes and plans.

THERE ARE A LOT OF "NEW STORES" IN TOWN.

The pressure of progress, as we know it nowadays, operates to "make all things new." A store is "made anew" every few months. Sometimes, as at this season of trade-activities, a store is practically "renewed" overnight.

This means that, no matter how well you may think you "know" the stores of this city, THERE ARE A LOT OF PRACTICALLY "NEW" STORES READY FOR YOUR INSPECTION TO-DAY! They are new in all essentials except location, walls and fixtures, management and ownership. These remain. You do know the stores thus far. But beyond this you are a stranger to-day in your favorite stores.

Stocks are NEW. Lines of goods are enlarged. New ideas abound in every nook and corner. New things, new models, new fabrics, new workmanship, new prices—some higher, but many lower than you are accustomed to paying—all these things make to-day's stores NEW TO YOU, and worthy of a visit.

And the store ads reflect the new store-spirit. They convey some of the new store-enthusiasm which has actuated the merchants—that faith in the good taste and alertness of this buying public. Just as the stores are worth a visit, so are the store ads worth a reading.

And here is an ad, from the *Sioux City Daily Tribune* of January 1, 1908, which seems well calculated to put new stiffness in the local merchant's backbone, and lead him to regard advertising as more than ever a business necessity:

A YEAR OF OPPORTUNITY.

Merchandising in 1908 Will Be Done Under Changed Conditions.

The year 1908 is to be a year of changing conditions in the business world. It is to be a year of readjustment. The recent financial disturbances, affecting almost all countries in some degree, will have their consequences—not in crippling general prosperity, but in bringing about new conditions and new alignments in the business community. This will be true of this city as well as all other cities.

Of course, a year of changing con-

ditions is also a year of OPPORTUNITY for the "canny" business man.

Merchants who can read the signs of the times understand that some reaction from the era of high prices is inevitable. Just to what extent retail prices will be readjusted during the present year no one can foresee. But, while there will be no serious "money famine," the people are coming to realize as they never did before that the matter of spending money should have just as much attention as the matter of earning it.

And the general realization of this truth will influence very greatly the buyings and sellings of the present and future years.

The people are coming not merely to READ ads, but to accept his advertising as a merchant's bid for their patronage. In the course of business this important fact has impressed itself at the *Tribune* office. Every day more and more people join the ranks of those who buy advertised things, and who patronize the stores whose advertisements are most convincing.

This means that in the coming year there is sure to be a re-alignment of local stores and business enterprises; and that the most aggressive advertisers are to forge to the front. This was always true, measurably. This year it will be positively true.

The local merchants who are planning their advertising campaigns for the year are also fixing, in a large measure, the places their stores are to occupy at the end of the year in the mercantile procession.

So that 1908 is to be the year of opportunity for all merchants. For the big merchant, it will be an opportunity to use his resources and experience in advertising more fully and more liberally than in any previous year. For the small merchant, it will be an opportunity to display nerve and courage and, by advertising "more than he can afford," to forge ahead of the immediate competitors and to get into the company of the big fellows.

One of the best kinds of self advertising is, perhaps, least in danger of being overdone, and that is the kind which tells how to advertise. The Martinsburg (W. Va.) *Evening Journal* runs an ad of this kind almost daily. Here are two (not very recent) examples:

WHAT YOUR NEWSPAPER ADVERTISEMENT SHOULD CONTAIN.

Your customers like to know what you have to offer them, and especially the "new" things. Tell them in your newspaper space about recent purchases, new styles, latest fabric creations.

Be brief, yet say enough to convince—say it as you would tell the customer in your store, illustrating or describing the article in question.

If you have any price advantage to offer them, tell them about it, and why.

Stick to the truth always, be able to show up and prove it and before you realize it you'll find folks depending on your announcement as an aid to their shopping trips.

Don't condemn newspaper advertising 'till you've tried it intelligently.

SEASONABLE ADVERTISING.

We all like bargains—like to feel that once in awhile we get value in an article that is as big as our money looks to us.

Shrewd business men who make a study of their customers' needs, take advantage of every opportunity offered to prepare sales of tempting articles—useful and seasonal.

Season and Holiday sales are most popular. Just now an Autumn sale could be made very attractive; then comes Thanksgiving, Christmas, January Clearance, Mid-winter, Etc.

Create an interest in your store—make it talked about—ADVERTISE it, by being a leader in all kinds of seasonal Advertising. Then, give your newspaper ad a "store atmosphere," by illustrating a few of the articles you offer. No matter what it costs, the right kind of advertising—newspaper advertising—if properly handled is not expensive.

Newspapers are finding that if it's worth time and space to get classified business, it's worth a little more time and space to hold it, and that has led to advertising devoted principally to getting attention for the classified columns, but incidentally reminding the possible user of such space that it is a good thing. Here is an ad from the *Omaha World-Herald* for which a striking special draw was made:

MAKE EVERY \$ GO TWICE AS FAR.

What if you can't get your salary doubled, you can become just as well off if you'll only adopt the plan of making every dollar go "twice as far." Learn to buy things right. Don't pay some fellow two profits for a cook stove or a sewing machine. Get a copy of the *World-Herald* and look through the WANT AD COLUMNS, where you can buy what you want at a price you want to pay.

Your earning capacity is no more important than your saving capacity. If you want to learn the philosophy of saving begin by spending—not money—but five minutes time every day reading the bargains offered in the *World-Herald*.

Spend a little time, save a lot of money, by reading *World-Herald* want ads.

The "Limerick Competition" seems to be a good means of self advertising, if one may judge of it from the number of papers employing it, and the way it is

often featured. Here is how the *Pittsburg Leader* does it:

This is the first coupon in the second series of "Larry from Limerick" Contest.

CONDITIONS.

Contestants must cut out the coupon each day and fill in a suggested line upon it. With each six coupons of the series, numbered consecutively 1, 2, 3, 4, 5, 6, starting to-day and ending Wednesday evening, November 13, TEN CENTS, A WELL-WRAPPED DIME, must be enclosed and sent or delivered in envelopes addressed "Larry from Limerick" contest No. 2 the *Pittsburg Leader*.

2—All coupons of the second series, which ends Wednesday evening, November 13, must be forwarded to the *Leader* office by Saturday night, November 16.

3—There will be a new Limerick each day, and any one of them may win an award.

4—The judges' decision will be final.

5—The ten cents received with each six coupons will be placed in a fund for distribution in awards to contestants.

6—For each ten cents received with each six coupons the *Leader* will forward by mail ten tickets to the address of the sender, which will be accepted by any news boy or news agent for copies of the *Leader* or will be accepted at any branch office or at the main office of the *Leader* in payment for copies of the *Leader* or for Classified Advertisements.

The *Pittsburg Leader*
Larry from Limerick Contest No. 2,
Coupon No. 1.

A wealthy stockbroker named Bright

Fell in love with a typist at sight,

He sent her a letter

The day that he met her

Write line here

Name

(Full name here. State whether
Mr. Mrs. or Miss.)

Address

I hereby take part in this Competition, and agree that the judges' decision shall be final.

Be sure to send in the six *Evening Leader* "Larry From Limerick" coupons, commencing with Thursday, November 7, and ending Wednesday, November 13. Read the conditions.

(B No. 1)—Cut from the *Evening Leader*, November 7, 1907.

JUST TRADED THAT'S ALL.

Specimen Limerick:

At a sound that goes rhyming with
bliss,

Cried the teacher, "Great Heavens,
what's this?"

Said a lad named Mahaffy,

"It was Jim with some taffy

And he swapped it to Maud for a
kiss."

Thousands of dollars in cash awards will be given to those who fill out the wanted line in the Limerick printed in the "Larry from Limerick" coupon on page two of the *Evening Leader*

each day. Do you want some of the money? A new contest starts to-day.

HARRY TERRILL WATTS,
DES MOINES, Iowa.

PRINTERS' INK:

GENTLEMEN—I am enclosing a copy of a booklet which I recently prepared for the want ad department of the *Register and Leader*. You will also find a number of clippings of small, single column, first page ads for special subscription offers. These ads have all appeared in the *Register and Leader*, and several have been published in different local newspapers in the vicinity of Des Moines. Results have been quite satisfactory. The publishers of the *Register and Leader* believe in advertising for subscriptions and this winter have used space in about thirty local newspapers in central Iowa, paying cash for the space.

I would be glad to have you offer criticism through the columns of *PRINTERS' INK*. Very truly,

(Signed) HARRY T. WATTS.

The booklet is such as every paper should issue for the information of its want ad columns. It gives "Plain Facts About Circulation," which, by the way, contain no numerals except those expressing the population of Des Moines; "Rates," quoted by the word, so that anybody can figure the cost of a given ad; "The Register and Leader Postoffice," explaining the system for receiving and distributing replies to box numbers; "How Your Advertisement Will Look and What it Will Cost," showing sample ads in four, twelve and twenty-four lines; "Regular Classifications," giving all regular headings used in the classified columns, and then two pages of testimonials from people who have used those columns for different purposes. In short, it gives not only the information which a classified advertiser must have, but the information which would make him want to use that particular paper, if, for no other reason than that it is made so easy to do so.

WE ENVY MR. HARRIS.

SIOUX FALLS, South Dakota,
April 17, 1908.

Editor of *PRINTERS' INK*:

In your personal notice of myself I note you say that I am destined for a greater field. I myself believe that I am. Next month I leave for my 160 acre field west of the Missouri River for a year's vacation.

Yours truly,

H. F. HARRIS,
Advertising Manager *Daily Press*.

BUSINESS GOING OUT.

Homer W. Hedge, New York, is asking rates on telegraphic reading notices.

Seven hundred line contracts for E. Burner are going out from the Tobey Agency, of Chicago.

Street & Finney, New York, are asking rates on one and two inches, for six months and a year.

The F. F. Adams Tobacco Company, is using ten thousand lines through O. J. Koch of Milwaukee.

The Wyckoff Agency, Boston, is placing seven lines, thirty times, for the Banglee Lake House.

The M. Plattner Advertising Agency, New York, is asking rates on one inch, classified, for two months.

Frank Presbrey Company, New York, is putting out the business of the Mallory Steamship Company.

Dr. Guy Clifford Powell, is sending out one thousand line contracts through the McJunkin Agency, of Chicago.

W. F. Hamblin & Company, New York, will use weekly publications for Pfleggar & Son, New Haven, Conn.

The Crockett Agency, New Orleans, is placing one thousand line orders for the New Orleans Coffee Company.

Charles Scribner's Sons, New York, are using two thousand lines through the Lesan-Gould Agency, of St. Louis.

Arnold & Dyer, Philadelphia, are putting out some classified ads for the National Company, also of Philadelphia.

Lord & Thomas, Chicago, will place twenty-five thousand lines additional for the milk department of the Van Camp Packing Company.

The Guenther-Bradford Company, Chicago, is putting out twenty-eight lines, every other day, for a year, for the Cook Remedy Company.

The Delaware & Hudson Company will place their advertising with the Frank Presbrey Company, as usual, using daily papers and magazines.

H. Sumner Sternberg, New York, is placing good sized copy in a selected list of dailies and monthlies for the International Safety Razor Company, New York.

Five and seven line readers, three hundred and sixty-five times, are being put out for the Capudine Chemical Company, of Raleigh, N. C., by Nelson Chesman, St. Louis.

The first orders of the five months' advertising of the Bliss Electrical Trade Schools of Washington, D. C., are now being sent out by W. F. Hamblin & Company.

The MacManus-Kelley Company, Toledo, Ohio, is starting the advertising of the Cadillac Motor Car Company, of Detroit, with fifty-six inch copy in Sunday papers.

BOSTON NOTES.

The Wyckoff Agency is asking rates in newspapers on Summer Resort advertising.

The Frank Jones Brewing Company's advertising is now placed by Frank Gray at the home office, Portsmouth, N. H.

Harold W. Lovett, 6 Beacon street, is asking for rates from New England papers for the advertising of several new clients.

The H. B. Humphrey Company is now placing all the advertising of the Common Sense Gum Company, 79 Sudbury street.

The Spafford Agency is placing the advertising of the Belgrade Rug Company, A. J. Orem Company and several financial houses.

Large advertising has been appearing in New England dailies for *Everybody's Magazine*. The business is placed by Wood, Putnam & Wood.

The Magee Furnace advertising is now placed by H. E. Ayres & Co., 164 Federal street. Extensive advertising is being planned for fall and winter business.

The advertising of Wm. B. Jennings is being placed by the Walton Advertising & Printing Company. High-grade publications are being used with thirty line copy.

Small, Maynard & Company, publishers, are using literary publications advertising their spring books. The business is placed by the Wyckoff Company.

The Wyckoff Agency is sending out orders to magazines of national circulation and mail-order papers for the advertising of the National Spawn & Mushroom Company.

Edwin Shivel, Tremont Building, is making up a list for June advertising for the J. G. Roper Company, Hopedale, Mass. The product advertised is the Roper Propeller.

The Shumway Agency is sending out orders for the advertising of G. F. Alexander Asthma Cure. The business runs in dailies, space of one inch, every other day, for a year.

Agricultural papers are receiving contracts from the Barber Agency for the advertising of C. B. Moller, house-furnishing goods. The contracts are for eight inches, thirteen times.

W. S. McCartney, who is now with the Southgate Advertising Agency, has recently secured the appropriation of the Indestructible Phonograph Record Company, of Albany, N. Y. Magazines of large circulation will be used.

Wood, Putnam & Wood are using a list of Maine papers for the advertising of a new Maine book, "The Belle Islers," published by Lothrop, Lee & Shepard. This agency is also sending out a few additional orders for the Talmud Publishing Company.

It is what the other fellows say of you
that counts

The Dayton Daily News

30,000 Net Paid Circulation

Has a larger city and total circulation than any
other Dayton Daily

THE RIKE-KUMLER CO.

DIRECTORS:

F. H. Rike, Pres.; I. G. Kumler, Vice-Pres.; S. E. Kumler, Secretary and Treasurer;
R. E. Kumler, C. B. Kumler.

DAYTON, Ohio, April 2, 1908.

*Publisher The Dayton Daily News,
Dayton, Ohio:*

DEAR SIR—The Merchants' Committee having completed the house to house Newspaper Poll of the entire City of Dayton, and having verified each day's report as to its thoroughness and correctness by a private "follow-up" poll, find the appended figures to be the result of their effort to ascertain, as nearly as is possible, the actual City Circulation of the News, Herald and Journal.

| | | |
|----------------|--------|---------|
| NEWS | Herald | Journal |
| 14,498 | 9,419 | 6,482 |
| The Committee, | | |

Irvin G. Kumler, Chairman
Thomas Elder
Mose Cohen
Harry T. Cappel

The Dayton News guarantees 30,000 daily paid circulation, and further guarantees that this is double the paid circulation of the Dayton Journal, and more than that of the Journal and Herald combined.



| | Advertising rate based on guaranteed monthly circulation of | Average monthly circulation exceeded | Average monthly excess over Guarantee |
|------|---|--|---|
| 1904 | 333,000 | 375,000 | 42,000 |
| 1905 | 375,000 | 414,000 | 39,000 |
| 1906 | 414,000 | 457,000 | 43,000 |
| 1907 | 414,000 | 469,000 | 55,000 |

When you buy land from a good real estate company it *guarantees* your title to the property.

When you buy clothes from a good tailor he *guarantees* their fit.

Every good business man *guarantees* his products, and exacts a *guarantee* on what he buys.

How about buying circulation? There are two kinds: "*guaranteed*," and the other kind.

The above figures will not interest advertisers who prefer the other kind.

LOUIS B. DeVEAU

Manager Advertising Department

44 EAST 23D STREET

NEW YORK

FREDERICK C. LITTLE } Western Representatives
FREDERICK E. M. COLE } Tribune Bldg., Chicago

EGERTON CHICHESTER } New Eng. and N. Y. State Representative
} Penn Mutual Building, Boston

CANDID CONVERSATION

WITH ADVERTISERS.

The beauty about the advertising business is that anybody can learn it in from three to six months, according to his capacity and opportunities.

Then it takes some ten or fifteen years to learn how to apply this knowledge in a way that won't burn money by the bale.

The luckiest man is he who learns all there is to know, and then goes on doing something else—he never finds out that his wisdom can't be cashed.

The most unfortunate man—and perhaps you are in this class—is he who, as soon as he is able to discourse sagaciously on agate lines, vignetted half-tones, and cash discounts, comes to the conclusion that he knows just how his own business ought to be advertised.

He really believes that he knows all about copy, illustrations, mediums and methods. So he tells his advertising agent just how he wants it done. And the agent has spent anywhere from fifteen years to half a century in actually finding out things!

If he is your agent you probably selected him for his ability, his record and his business standing. But when he tries to put his perfectly adjusted machine into action for you, you steal the gasoline and sprinkle the road with tacks.

It is your money that is being spent. There's no legal way to prevent you from spending it in any way you want to. Your agent doesn't want to fight with you all the time—if he did he would lose his business. He doesn't want to see your account go to someone else who would be glad to spend your money on yellow dogs.

So when you proceed to enlighten him on subjects that he knows seventeen times as much about as you do, he feels that the best thing he can do is to yawn behind his hand and say: "Oh, very well."

Yet this particular agent has time and again been through precisely the mill which you are about to go through. He has found out scores of surprising things about advertising, sales methods, the character of copy required to produce certain results, and the mediums and methods to be employed, which you can't be expected to know anything about.

He could, if he were cruel enough, tell you many instances in which men who knew all about it have done precisely the things you are dead set on doing, who have gone up against it so hard that the impact could be heard for miles, and who are now thoroughly convinced that advertising doesn't pay.

If you think you know all about the advertising business start an agency yourself and make a million. If you think that perhaps your agent knows his business, go on and attend to the things that nature, training and experience have fitted you for, and let the agent do the work he knows how to do. In this way—*(More in about two weeks).*

GEORGE ETHRIDGE.

NOTE.—The Ethridge Company is not an agency. It places no business. It co-operates either with the advertising agent or the advertiser in producing illustrations, copy and printed matter to carry out practical and successful advertising campaigns.

The Ethridge Company,
41 Union Square, New York.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

Here is a trade paper advertisement of A. S. Rosenthal Company, which is open to at least two objections.

One is that the illustration takes up too much room, and the other is that the character of the

women's publications, and its many merits would be more praiseworthy if its combination form did not, unfortunately, suggest the very recent full page ads of another manufacturer in the same line of business. This resemblance is heightened by the identifying phrase "Wool Soap Twins," used in connection with the description of one of the articles advertised. How can they



N 91

picture is such that what might otherwise be an interesting figure is obscured.

The name of the firm takes up more room than is necessary. There is plenty of space in this advertisement to show up the figure properly, to give the firm



The "Swift Soap Children" Stand for Cleanliness and Purity

Swift & Company make soap for every purpose for the table, bath, laundry and kitchen. Swift's Soap is made under conditions and from materials that insure purity. Each package represents the highest development of the art of soap making. Every cake or bar of Swift's Soap is thoroughly inspected, and therefore free from soap and other impurities. The standard proof that Swift's Soap gives perfect satisfaction is in its actual use. Order Swift's Soap and put it to the test in your own home.



Made by Swift & Company, Chicago, U. S. A.



N 92

name in its characteristic lettering, and to leave more room for the text—as is shown in the illustration marked No. 2, which also presents a clearer and more attractive appearance.

This Swift advertisement occupied a full page in current

be twins when, as we have been told so many times, one's mother uses Wool Soap and the other wishes his did? Maybe they are just twins on their father's side.

* * *

Griffiths & Co. are lumber dealers, and some of their lumber is shown in this advertisement, which is appropriate. Some doubt, however, may well be expressed as to the lion. It would be a trifle disconcerting, to say the least, to come home after a hard day's work and find an able-

bodied, business-like lion sitting on the wood-box. Griffiths & Co.

WE GUARANTEE YOUR INTEREST



When you favor us with your business. The best of lumber, prompt service and satisfactory prices.

Griffiths & Co.

Yard Lamar and Cadiz. Phone M-631

would be more popular if they gave away cats or canary birds with each purchase.

The lady in this Formalin Lamp advertisement is very beau-

SCHIERING'S FORMALIN LAMP.

ANNIHILATES GERMS
REMOVES ODORS
PREVENTS DISEASE
HASTENS CONVALESCENCE
A HOUSEHOLD NECESSITY

ASK
YOUR DOCTOR
ABOUT IT.

It makes contagious diseases shorter and milder, without the least discomfort to patient, and lessens danger of transmission. Destroys Coughs, Croup, Whooping Cough, Diphtheria, Tetanus, Typhoid, Typhus, Cholera, and all other infectious diseases. Recommended by highest authorities.

LAMP with
FORMALIN TABLETS, \$1.50
at drug stores.

Write NOW for interesting
Booklet, "The Home Purifier."

tiful, though why she should garb herself so superbly before using

the article advertised is difficult to understand. However, it is not well to be too captious when the fair sex is concerned, and a more fitting criticism would perhaps be found in the suggestion that a clean white background would give both the lady and the display lines a better show, and produce a far more desirable result.

* * *

This Southern Pacific advertisement is, in many respects, attractive and praiseworthy. The design is strong, appropriate and

Over Sunset Seas

The New Orleans-New York
S. S. Line

From New Orleans
in Connection with

THE SUNSET ROUTE

For your New York trip
League American Twin-
screw Coastwise steamers

Locations Accommodations
Inquire any Agent

Southern Pacific

Ticket Offices
824 Market St. 14 Canal St.

well balanced. It is sure to attract attention, and is striking as well as simple.

The only criticism to which this advertisement is open is the type display, which is inartistic and unsuited to the character of the design.

The Chicago *Apparel Gazette* recently received a letter from one of its subscribers, asking for the name and address of a firm which had advertised a selection of pumpkin seeds, which the advertiser sold to the merchants; the latter, in turn, offering prizes to the farmers who raised the largest pumpkin. The publishers found that the advertisement appeared in their paper in April, 1901,—just "even years ago.

FINISHED HIS CORRESPOND-
ENCE COURSE,—DOES NOT
KNOW BEST ADVERTISING
JOURNAL.

CHICAGO, Ill., April 11, 1908.

Editor of PRINTERS' INK:

I have recently finished a course at the Chicago College of Advertising, and now desire to subscribe for an advertising journal.

As I do not know which journal I would like best, I have decided to write for sample copies to the two leading advertising magazines, and upon receipt of them will decide which suits me best and place my subscription with it.

Hoping you will favor me with a copy of your magazine, I am,

Yours truly,
LOUIS RICHMAN.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (20 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, advance price will be charged.

WANTS.

WILL pay \$10 for an idea. Particulars for stamp. J. W. FISK, Oshkosh, Wis.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENTON, Oswego, N.Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

MY New York office is equipped to handle your foreign advertising accounts and increase your advertising on a commission basis. Are you interested? "SPECIAL AGENT," care P. I.

DO you want something new! The best selling Phrase ever coined; beats Uneda, Sunny Jim and all others.

PAUL WELLS,
837 W. 43d St., Philadelphia, Pa.

POSITIONS NOW OPEN—Advg. mgr., trade journal, N. Y., \$250; similar position, Chicago; circulation mgr., large daily; sporting editor, northwest, \$35; editor Democratic daily, Ohio, \$25; non-union job foreman, Pa., \$22; news foreman, union, Ohio, Ia. and Colo., \$25-30; also reporters, linotype operators, etc. Booklet free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISERS' MAGAZINE and "DOLLARS & SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & Sense," 50 cents; sample copy of magazine free.

ADVERTISERS' MAGAZINE,
637 Century Building,
Kansas City, Missouri.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for many positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from lending concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

WANTED—Make-up man on New York weekly trade publication, with experience in preparation and arrangement of advertising copy. Address stating experience and salary expected, "T. M.," care Printers' Ink.

WANTED—Advertising, Newspaper and Magazine Managers, Reporters, Superintendents, Specialists and Office Men. We cover the entire advertising and publishing field. Write to-day. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

YOUNG man with two years' experience in large advertising agency, as estimate and order clerk, would like to get position with first-class magazine or with an agency of good standing. High-school graduate; quick at figures, not afraid to work. Wants opportunity to get outside work. Reasons for wanting to leave present position, lack of opportunity to advance. Can give satisfactory references as to character and ability. Address Box "G.," Printers' Ink.

Thoroughly Experienced Advertising Man

Is open for engagement as advertising manager of large and aggressive manufacturer. For some years past engaged in work for the largest and most exacting advertisers on the continent. Efficient executive, strong on copy, planning and directing big and comprehensive campaign. Capable of shouldering all responsibilities of an advertising department. For full particulars, references, etc., address "W. D. M.," care Printers' Ink.

Office Salesmen Wanted.

The largest advertising agency in the country has recently called on me for a competent Office Salesman (willing to pay up to \$125 a week); a big Chicago mail-order house wants a head correspondent (willing to pay any price a man is worth); the biggest music house in America has needed several Office Salesmen. Every competent Office Salesman I know in Chicago is getting \$5,000 or over—one is barely 21 years old. There never was such an opportunity before.

To meet this demand I have just prepared a new Complete Training Course, which I shall give personally to only 50. It will cover the whole art and science of Office Salesmanship for some one business chosen by the student, and when I place a graduate I will coach him through to success. In the past most of my students have been prominent business men learning how to make their own business more successful. This course will give an expert advertising service for the head of a small house.

My new book, "How to Do Business by Letter," supersedes all others, the ONLY AUTHORITY on letters of all kinds. Letters that Really Actually Pulled Big Business. Thousands of points on correctness, style, business usage, postal regulations, etc., etc.

Price, \$1. Money back if not satisfied.
SHERWIN CODY, 141 Security Bldg., Chicago.

PUBLICATIONS.

The Bank Advertiser

A monthly journal devoted exclusively to bank advertising. A postal to C. E. Auracher, Editor, Lisbon, Iowa, will bring you a sample copy and expose you to the enthusiasm of our regular readers.

TYPE.

BARGAINS in slightly used type and other material. Send for our "Broadside" free. KUESTNER, 246 East 19th Street, New York.

SUPPLIES.

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPT.**, 71 Dearborn Street, Chicago.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.**, 912 Elm Street, Cincinnati, Ohio.

PATENTS.

PATENTS that **PROTECT**. Our 2 books for inventors mailed on receipt of 5 cts. stamps. **R. S. & A. R. LACEY**, Washington, D. C. Estab. 1869.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

ADVERTISING MEDIA.

THE SATURDAY EVENING POST covers every State and Territory.

THE Troy (Ohio) RECORD prints to exceed 1,200 copies each issue, all going to bona fide subscribers paying from \$3 (country) to \$5.20 (town) a year. This in face of outside \$1 to \$1.50 a year dailies shows that the **RECORD's** clientele prefer it to any other and proves its value to advertisers. Minimum rate 4c.; plates, n. r. m., without extra charge.

MEETINGS.

THE annual meeting of the stockholders of the **Ripans Chemical Company** for the election of Directors and Inspectors of Election, will be held in the office of the **Ripans Chemical Company**, 10 Spruce St., New York, on Monday, May 11, 1908, at 12 o'clock noon. **CHAS. H. THAYER**, President.

COLLECTIONS.

Cash For Old Accounts

comes easily and direct to you if you use **Archbold's Collection System**. Special outfit for making 25 collections \$1, with complete instructions to collect quickly and at a cost of only two cents for each collection. Used in all lines of trade. Money back if not satisfied.

ARCHBOLD'S,
8918 Meridian Ave., Cleveland.

CATCH PHRASES.

CATCH PHRASE Will sell strong, original descriptive phrase for retail store that specializes on "low prices." Price \$50 Live Advertising Manager can make it worth thousands. **CY. H. DAVIS**, St. Clair, Mich.

GOOD SHOW CARDS USE LETTERINE

THADDEUS DAVIDS CO., 95 & 97 Van Dam St., New York. ESTABLISHED 1825.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing **THE COIN WRAPPER CO.**, Detroit, Mich.

PUBLISHING BUSINESS OPPORTUNITIES.

Monthly Class Magazine

Gross business about \$150,000;
Circulation above 100,000,
Among high-class people.
This property is well-Established and making Money, even in these dull Months. The owner is Interested in other lines of Business, which require all His time, so that he will Consider selling this splendid Property for \$105,000.
We can only disclose this After submitting name of Possible buyer to owner.
It's a bargain.

HARRIS-DIBBLE COMPANY

SUCCESSORS TO

EMERSON P. HARRIS,

Broker in Publishing Property,

253 BROADWAY, NEW YORK.

**MORE
BUSINESS**

for the

ADVERTISER

If you want more business let us tell you how we can help you to get it. Our **Special Service System** fits your advertising to your proposition and makes it more profitable for you. Our **Mark** is seen in the advertising of successful advertisers. A letter brings particulars. Address nearest office.

**WHITE'S CLASS
ADVERTISING CO.,**

119 W. Jackson, Chicago
150 Nassau St., New York City

**The
Sign
of
Good
Service**

are a great help in business; they attract attention and sell goods, and have good show cards; it is a lustrous, rapid-drying water color; applied with brush or pen; all colors. **ALWAYS READY FOR USE.**

AD WRITERS.

Here's a reasonable suggestion for you when in need of advertising: Let us write it on approval.

Right Advertising Co.

P. O. Box 88 Easton, Pa.

FOR \$3.00 I will write you an ad or circular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet.

"EXPERT," P. O. Box 1615, New York.

A D-WRITER-LEARN TO WRITE, PLACE and plan advertising; our unique new method is simple and practical, and covers thoroughly every detail of publicity; we also start you in a profitable mail-order business from your own home, at no extra cost; send only ten (10) 2 cent stamps for ten (10) complete parts and other valuable special information. JOHN B. MENZ, Sec., Ad-Writers' Association, 243 Mint Arcade, Philadelphia, Pa.

HALF-TONES.

WRITE for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x5, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

PAPER.

B BASSETT & SUTPHIN, 54-60 Lafayette St., New York City. Coated papers specialty. Diamond B Perfect. Write for high-grade catalogues.

FOR SALE.

FOR SALE—To settle an estate, daily newspaper and job office, established 60 years, near Pittsburgh. Splendid opportunity for hustler with small capital. Address "LOOMIS," 530 Neville St., E. E., Pittsburgh, Pa.

FOR SALE—A newspaper and job printing establishment. Paper established for over sixty years. Only Republican paper in the county. Job department well equipped. Terms cash. Address **W. A. EKIDMAN**, Stroudsburg, Pa.

FOR SALE—Cheap to quick buyer; fine, up-to-date job office in central Pennsylvania town of 4,000, with good outside trade; two jobbers, large line of type. Doing \$200,000 business monthly, with one man and one boy working. Best class of trade. Present owner in poor health and must go South. Cheap for spot cash. Box 225, Muncy, Pa.

Keep Tab

How long does the ordinary two-piece tip on your guide cards last? Doesn't it always give out at the top? These one-piece

Celluloid Tipped Guide Cards

protect the top of the tab where the wear comes and more than double the usefulness of the card. Never crack or curl—in all colors, printed or plain.

Ask your dealer for the one-piece tip or write direct for samples to

STANDARD INDEX CARD CO.

701-709 Arch St. Philadelphia, Pa.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing. **\$2. PYTHIAN PRINTING CO.**, Ft. Madison, Ia.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. **Benj. R. Western**, Propr. Est. 1877. Booklet.

BOOKLETS.

BANKERS. We have a booklet for Banks that should interest every Bank President and Cashier. They cost: 500, \$20; 1,000, \$35; 1,500, \$50; 2,000, \$65; 2,500, \$80; 5,000, \$65. Free sample to Banks only. **Printers' Ink Press**, 45 Rose Street, New York.

Educational Advertising

The Business and Financial Primer, containing brief definitions.

Splendid advertising booklet for general distribution. Write for prices.

H. S. COLLINS,

Care of **SKINNER-KENNEDY STATIONERY CO.**, ST. LOUIS.

MAIL ORDER.

AD—1 can make a quick success of any unsuccessful mail order business. Send for free booklet. "EXPERT," P. O. Box 1615, New York.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

BANK OF DAKOTA COUNTY,
Oldest Bank in the County,
JACKSON, NEB.

Editor Ready Made Department:

DEAR SIR—How do you like the enclosed small ads? Also, the circular letter issued to our customers, during the panic of '07, so called? I very much enjoy PRINTERS' INK, and have read it diligently for several years.

Very truly yours,
(Signed) ED. T. KEARNEY.

This man Kearney is a friend of mine; we have never met, but I know him well through the ads and letters he has sent to this department, and their impression must be stronger upon those who know him personally.

Kearney's ads and letters are not the sort that would be used by an eastern banker—they are not sufficiently dignified—but I know they are the kind that will "go" in his section of the country. They are just straight "you and I" talks—straight from Kearney—and even the circular letter reprinted herewith lacks but little of the force of a personal appeal. Of course, it is the personality of Kearney that does the work—the reader is taken into his confidence and is told the policies and plans of the bank as he might be told in a personal conversation in the president's private office.

The circular letter was particularly good for its time and purpose—was well calculated to restore confidence and make the person addressed feel that he could safely do business with this bank.

In the following ad, it seems to me that it would have been worth while to state, briefly, some of the particular advantages enjoyed by the patrons of "The Bank that Always treats you Right."

ONLY A TRIAL, THAT'S ALL WE ASK.

Try a checking account with this good bank for one month. If you do

not see some advantages over any other bank you know or have heard of, take out your money. We know we have methods and conveniences other banks do not use—Kearney methods and inventions.

They were planned for your safety and convenience as well as ours, and absolutely protect both of us.

Just one trial—'tis all we ask.

"The Bank that Always Treats You Right."

Jackson, Nebraska.

JUST A WEARYIN' FOR

more business (and getting it, too.)

Deposits, \$15,000 larger than one year ago.

Plenty of money to loan on good paper ALL the time. That's better than being out, whenever you need to borrow.

If you hear of anyone that wishes to know how a good bank is run, tell him to try, just once,

"The Bank that Always Treats You Right."

BANK OF DAKOTA COUNTY,
Jackson, Nebraska.

The Oldest Bank in the County.

Circular letter, dated December 1, 1907.

THE WAY OF A BANK:

Say, if this Bank was not a State institution, and thus impervious to flattery, its ears would be tingling and its heart warming each minute of the past month, for the kind words said and the kind acts shown it. *IT* cannot feel gratitude, but its owner—well, that's a different matter. The country has passed through a troublous month (more smoke than fire), and we of the Golden West, may well thank God our lots are cast here, where health and wealth and full granaries abound, where Wall Street bulls and bears toss and devour not and Prosperity reigns unclouded. In this good old Dakota County, where one good crop succeeds another, "The Bank that Always Treats you Right" has passed along, unmoved and untroubled. Lending all the time, with still more money to loan, Haven't heard any of its customers complain of its treatment, have you? Did you notice the last statement published? Pretty good, I thank you? Deposits and cash reserve larger than one year ago; every note good, we think, and using three pages for our depositors' names instead of two, last year. During the twenty-two years of its existence, it has supplied every proper call for loans, save for a short time during 1893. Nice to get or renew a loan when you need to, is it not? Do you know why we can loan through all the troublous times? Just one little word—CONFIDENCE—and that always reigns supreme

here, with the best depositors on earth. 'Tis all that's needed anywhere. Just know there has always been and always will be good banks; that in all ages and all climes, there have been honest men and will be while Time runs. Money locked up or buried, lessens circulation, ties up and hampers business and blocks the wheels of Progress and Prosperity. If my customers had been both foolish and frightened, I could not have loaned you a dollar and your friends and neighbors to whom YOUR money is loaned through me, would be made to pay up at once, no matter what the sacrifice to them. Just remember, in this good bank, we try to keep your money always ready for you when due. If not due and you should ever feel the least alarmed, you may have the choice of the good notes of Dakota County's good farmer, notes that in 22 years, have shown a total loss of less than fifty dollars.

"As safe as a Government Bond," that's the motto of this bank.

Thanking you one and all for the many kindnesses during all the long years, and assuring you that your hired man, who is always looking after your money in this bank, is always on watch for your interests, I am,

Faithfully yours,

ED. T. KEARNEY,

Of the Bank of Dakota County,
Jackson, Neb.

"The Bank That Always Treats
You Right."

Miller Bros. & Baker, real estate men, of Harrisburg, Pa., issue their spring bulletin in the form of a 48-page paper, modeled very closely after PRINTERS' INK in size, paper and typography, and quoting liberally from it.

The publication, "Facts and Figures," is mailed every few months—6,500 copies. It accepts advertising and has an advertising manager—Miss Cora Lee Snyder. The greater part of the present issue, which is number one of volume two, is given to half-tone illustrations, with prices and good descriptions, of the houses offered for sale by Miller Bros. & Baker, there being about a dozen pages of other advertising in the back.

Following are reprints of the advance notice of the publication and the announcement of its appearance:

OUR SPRING CATALOGUE.

The Spring issue of "Facts and Figures"—our Realty journal—will be ready in a few weeks, and mailed to 6,000 people of this city and vicinity who are interested in Real Estate. List your property with us now and take

advantage of this extra advertising. Quick sales—small commissions.

Fire Insurance—Rents Collected.

MILLER BROS. & BAKER,
Federal Square, Harrisburg, Pa.

FACTS AND FIGURES,

A JOURNAL THAT STANDS FOR PROGRESS.
Vol., II. Harrisburg, Pa.,

March, 1908. No. 1.

The Spring issue of "Facts and Figures"—our popular Real Estate journal—is just out and brimful of good things. We've never submitted a larger or finer list of properties for sale and the added pages of advertising will direct you to the best places to supply your special wants. If you haven't received a mailed copy—call or 'phone us for one—free for the asking.

MILLER BROS. & BAKER,
Federal Square, Harrisburg, Pa.

*A Sign of Spring, but Not Too Early.
From the Washington (D. C.) Evening Star.*

For Canoeing And Camping.

The largest, best and most attractively priced stocks of canoeing and camping supplies in town.

We're authorized agents for Morris, Oldtown, Rushton, Indian Girl and Detroit canoes.

Paddles, single and double; back rests, pneumatic cushions, tents, sleeping bags, water bottles, camp stoves, cooking outfits, Preston mess kits, etc.

WALFORD'S

Sporting and Athletic Goods,
909 Pennsylvania Avenue,
Washington, D. C.

*This One, with a Good Cut of a Rose,
Looked Very Attractive in the Des
Moines (Ia.) Capital.*

Free—500 Roses.

With every order at our office after April 1st we will give free 1 fine, large Dorothy Perkins Rose Bush.

We grow a complete assortment of fruit and ornamental trees, shrubs, roses, etc. Evergreens for ornament and shelter belts. Cut rate price list just out. Call or write for copy.

M. J. WRAGG NURSERY CO.,

333 Good Block,
Des Moines, Iowa.

Packing ground, 28th and Grand Ave. City sale ground, 9th and Grand Ave. Packing ground, 'Phone Iowa 1186-M. Send or bring this ad with your order.

The reason why but few ads fault to name a line so little and of horse collars have appeared so poorly advertised, yet there here is because this department is seems to be no reason why horse

IT WILL PAY YOU TO LOOK FOR THIS TRADE MARK. IT'S YOUR GUARANTEE OF SATISFACTION

YOUR HORSES WILL WORK BETTER



YOUNG'S "UNO" SELF-CONFORMING HORSE COLLARS

are made over patterns that have been scientifically studied out and known, from actual use, to be correct. Constructed in different styles to give a perfect fit to every shape of shoulder. They are cut out of heavy, pure bark tanned collar leather. Filled with a heavy facing of Young's "Uno" Self-conforming mixture, backed up with selected long rye straw. "Uno" stuffing is a great discovery for the horse collar user. It gives the collar that soft, springy feel. It's necessary if you want a perfect fitting collar.

You run no risk in buying Young's "Uno" Self-conforming collars. They are sold under a positive guarantee to be made and stuffed as represented or your money will be refunded. Backed up by the maker with ample financial resources to make it good. Insist on getting the genuine. Accept no substitute.

For sale by progressive dealers everywhere, at \$3.75, \$4.00, \$4.25 and up to \$4.75; depends on shape and weight.

If your dealer will not supply you, send us his name and address and you will receive by mail, postpaid, a copy of our useful booklet, "Horse Collar Sense." It will help you in buying collars.

Benjamin Young Wholesale Manufacturer Dept. E Milwaukee

WRITE US FOR THE NAME OF OUR DEALER NEAREST TO YOU.

It will pay you to look for this TRADE-MARK. It's your guarantee of satisfaction.

SAVING FEED IS SAVING MONEY

You can save both by working your horses in perfect fitting collars.

Young's "UNO" Self-Conforming Horse Collars

are perfect fitting collars. They are made over patterns that have been scientifically studied out and proven, from actual use, to be correct. Furnished in all necessary styles and sizes to fit every shape of shoulder.

Cut out of pure bark tanned collar leather taken from the best part of the hide. No inferior leather used in making them.

Filled with a heavy facing of Young's "Uno" Self-conforming mixture and backed up with selected long rye straw. This gives them that soft, springy, self-conforming face that insures a perfect fitting collar.

They have smooth, heavy sole leather top pads and double strength throats, making them very strong and durable where ordinary collars are very weak.

For sale by progressive dealers everywhere, at \$3.75, \$4.00, \$4.25 and up to \$4.75; depends on shape and weight.

Insist on getting the genuine. Accept no substitute. Our booklet, "Horse Collar Sense," is worth having. Postpaid upon request. Send for it now.

Benjamin Young Wholesale Manufacturer Dept. I Milwaukee, Wis.

WRITE US FOR THE NAME OF OUR DEALER NEAREST TO YOU.

intended primarily for retail ads, goods cannot be advertised liberally, with profit, by retailers in every part of the country. As to the advertising of manufacturers and wholesalers in this

line, I know too little about it to venture an opinion as to whether the matter submitted is "the biggest stunt that has ever been pulled off in advertising any one branch of the saddlery business;" but in view of the fact that it covers both sides of a sheet 42x56 inches, there seems to be some justification of the claim.

On one side of the sheet, at the top, are the words "It Pays to Buy Young's Uno Self-Conforming Horse Collars," in letters whose size makes the *New York Journal's* scare heads look like six-point. Following that are large half-tone cuts of thirty of the collars, with a few words of description and the dozen price under each of them.

On the opposite side of the sheet are proofs of fifteen ads, each three columns wide by five or six inches deep, with the statement that they are to be inserted in the *Orange Judd Farmer*, the *Farmers' Mail and Breeze*, the *Twentieth Century Farmer*, the *Northwestern Agriculturist* and *Hans und Bauernfreund*, in which publications they will be read by 1,305,000 people.

This circular will command attention by reason of its size alone, but the impression made is bound to be strengthened from the fact that the thing is printed in two colors on heavy paper, and doubtless many dealers will accept the invitation printed conspicuously on one side, to "Tack the sheet on the wall, this side out, for future reference."

With this broadside goes a circular letter, well printed, in two colors, containing real salesmanship in the way of reasons why it pays to handle this line.

The style of the ads proved on the sheet is shown by the accompanying reproductions.

It isn't easy to see how any wide-awake dealer can get away from the knock-down arguments

and the statement of the manufacturer's publicity plans, as presented in this sheet and letter:

BENJAMIN YOUNG,

Wholesale Manufacturer of Harness,
Riding Saddles, Horse Collars,
Sweat Pads.

Fly Nets, Summer and Winter Horse
Clothing and a Complete Line
of Saddlery.

MILWAUKEE.

Editor Ready Made Department:

DEAR SIR—You will receive under separate cover, by mail, a poster price-list on Young's "Uno" Self-Conforming Horse Collars and copies of five "ads" we have been running in farm papers.

To the best of our knowledge and belief, this is the biggest stunt that has ever been pulled off in advertising any one, particular branch of the saddlery business.

The writer is a constant reader of the *Little Schoolmaster*, and as he has never seen anything in your paper in the way of advertising on horse collars, we thought you would be interested, and are taking the liberty of imposing on your good nature and sending you these ads for criticism, and would be pleased to have your opinion concerning them.

Yours truly,

BENJAMIN YOUNG,

Per J. A. Bell, Adv. Mgr.

*Wrong Display. It is Grape Fruit,
Not Oranges, That Are "10c., 3 for
25c." From the Scranton (Pa.)
Tribune.*

California Oranges.

Carload fancy fruit just arrived;
20c. dozen. Fancy Florida Grape
Fruit—

10c., 3 for 25c.

E. G. COURSEN,
Wholesale and Retail,
Scranton, Pa.

*The Time to Sell Canned Vegetables
Is Before Fresh, Home Grown Ones
Are Ripe. From the Lynn (Mass.)
Daily Evening Item.*

Fancy Tomatoes At Cut Prices.

Another lot of those handsome bright-colored, solid packed tomatoes, regular 15c. goods, which we'll sell this week, while they last, for 10c. can, \$1.15 doz. These are strictly high-grade goods in every way. Try some to-day; they'll please you.

WILLIAMS BROS.,

213, 215, 217 Union St.,
Phones 28 and 29.
Lynn, Mass.

Out of Print

MARCH 7

THE supply of the 1907 edition of ROWELL'S AMERICAN NEWSPAPER DIRECTORY was exhausted over six weeks ago. Orders are now being taken for the 1908 book; ready for delivery May 15th. Price \$10, prepaid to destination.

The 1908 edition will enumerate nearly 23,000 separate publications, giving frequency of issue, politics or general character, form, size, annual subscription price, year of establishment, the editor's and publisher's names, and copies printed.

The names of towns in which papers are published are followed in the Directory by population, location in State, prominent industries, etc.

In addition to the catalogue of publications by States, separate lists show papers printing a Sunday issue, papers printing in excess of 1,000 copies each edition, and trade and class publications, carefully classified.

**The Printers' Ink
Publishing Co.**

10 Spruce St., New York City

*The Directory will
contain over 1,500
Pages, substantially
bound in cloth and
gold.*